

# ComRes Published Voting Intention Figures

	Independent on Sunday/ Sunday Mirror	The Independent	Independent on Sunday/ Sunday Mirror	The Independent	Independent on Sunday/ Sunday Mirror	The Independent
	16 <sup>th</sup> November	28 <sup>th</sup> October	19 <sup>th</sup> October	30 <sup>th</sup> September	28 <sup>th</sup> September	2 <sup>nd</sup> September
Conservative	30%	30%	31%	29%	29%	28%
Labour	34%	30%	34%	35%	35%	35%
Liberal Democrat	7%	9%	7%	10%	7%	9%
UKIP	19%	19%	19%	15%	19%	17%
Other	10%	11%	9%	11%	10%	11%

## METHODOLOGY NOTE

ComRes interviewed 2,000 GB adults online between 12th and 14th November 2014. Data were weighted to be demographically representative of all GB adults. Data were also weighted by past vote recall. ComRes is a member of the British Polling Council and abides by its rules.

To commission a voting intention poll or a public opinion survey please contact Katharine Peacock:

[katharine.peacock@comres.co.uk](mailto:katharine.peacock@comres.co.uk)

To register for Pollwatch, a monthly newsletter update on the polls, please email: [pollwatch@comres.co.uk](mailto:pollwatch@comres.co.uk)

## Voting Intentions Survey

### ONLINE Fieldwork : 12th - 14th November 2014

Absolutes/col percents

Table 1

**Q.1 Thinking back to the General Election in 2010 / UK General Election (for Scotland), which party if any did you vote for?**

**Base: All respondents**

	Gender		Age						Social Class				Region						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Net: Eng- land & Wales	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2000	971	1029	98	351	327	391	350	483	735	556	273	436	1824	530	521	494	279	176
Weighted base	2000	978	1022	240*	322	381	339	300	418	539	580	420	461	1829	509	527	505	288	171
Conservative	556 28%	283 29%	273 27%	33 14%	54 17%	109 29%cd	93 27%cd	94 31%cd	174 42%cde fg	190 35%jkl	162 28%l	110 26%	94 20%	537 29%	162 32%opq	192 36%opq	119 24%q	64 22%q	20 11%
Labour	446 22%	219 22%	227 22%	36 15%	77 24%	91 24%	78 23%	75 25%	90 21%	104 19%	115 20%	104 25%	122 27%ij	402 22%	109 21%	94 18%	144 28%mnop	56 19%	44 26%
Liberal Democrat	350 18%	172 18%	178 17%	36 15%	59 18%	66 17%	53 16%	61 20%	75 18%	98 18%	118 20%	65 16%	69 15%	328 18%	93 18%	90 17%	83 17%	62 22%	22 13%
Other	151 8%	93 9%b	58 6%	16 6%	12 4%	22 6%	38 11%de	27 9%d	36 9%d	34 6%	43 7%	36 9%	37 8%	110 6%	31 6%	30 6%	21 4%	28 10%o	40 24%mnop
Did not vote	368 18%	165 17%	203 20%	94 39%efg h	92 28%efg h	74 19%gh	56 17%gh	22 7%	30 7%	82 15%	107 18%	72 17%	107 23%i	335 18%	76 15%	83 16%	118 23%mn	59 20%	33 19%
Don't remember	77 4%	27 3%	50 5%a	17 7%h	18 6%h	13 3%	10 3%	11 4%	8 2%	13 2%	22 4%	21 5%	22 5%	67 4%	24 5%	22 4%	14 3%	8 3%	10 6%
Refused	52 3%	20 2%	32 3%	9 4%	10 3%	6 2%	10 3%	11 4%	6 1%	18 3%	12 2%	12 3%	10 2%	49 3%	15 3%	17 3%	6 1%	11 4%o	3 2%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 12th - 14th November 2014

Absolutes/col percents

Table 1

Q.1 Thinking back to the General Election in 2010 / UK General Election (for Scotland), which party if any did you vote for?

Base: All respondents

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Democ- rat (l)
Unweighted base	2000	490	490	126	351	96	67	7	6	11	314	607	429	358
Weighted base	2000	444	522	125*	350	88*	64*	8**	7**	11**	328	556	446	350
Conservative	556 28%	350 79%bcdef	31 6%	6 5%	125 36%bcef	4 5%	2 3%	-	1 9%	-	36 11%	556 100%kl	-	-
Labour	446 22%	13 3%	327 63%acdef	7 6%	46 13%a	12 13%a	9 14%a	2 31%	1 10%	1 5%	29 9%	-	446 100%jl	-
Liberal Democrat	350 18%	35 8%	79 15%a	105 84%abdef	48 14%a	28 32%abd	11 17%	-	-	* 3%	48 15%	-	-	350 100%jk
Other	151 8%	7 2%	4 1%	-	56 16%abc	27 31%abcd	35 55%abcde	3 42%	6 81%	4 40%	9 3%	-	-	-
Did not vote	368 18%	30 7%	62 12%a	6 5%	59 17%ac	12 14%a	8 12%	2 27%	-	1 11%	124 38%	-	-	-
Don't remember	77 4%	7 1%	14 3%	1 1%	12 4%	2 2%	-	-	-	-	45 14%	-	-	-
Refused	52 3%	1 *	6 1%	-	4 1%	3 3%a	-	-	-	5 41%	37 11%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l

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## Voting Intentions Survey

### ONLINE Fieldwork : 12th - 14th November 2014

Absolutes/col percents

Table 1

Q.1 Thinking back to the General Election in 2010 / UK General Election (for Scotland), which party if any did you vote for?

Base: All respondents

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser -vative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Plaid Cymru (e)	UKIP (f)	Green (g)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2000	510	526	149	67	9	178	62	7	35	47	410
Weighted base	2000	449	543	153*	61*	8**	193	65*	8**	33**	48*	438
Conservative	556 28%	372 83%bcdgjk	26 5%	7 5%	1 2%	-	58 30%bcdgjk	4 6%	1 14%	3 9%	1 2%	82 19%bcdgj
Labour	446 22%	2 *	349 64%acdfgjk	8 5%a	11 19%acjf	1 9%	12 6%a	9 14%a	1 9%	3 8%	* 1%	51 12%a
Liberal Democrat	350 18%	24 5%	72 13%ad	120 79%abdfgjk	-	-	21 11%ad	15 24%adf	-	8 24%	5 11%d	85 19%abdf
Other	151 8%	10 2%	8 2%	-	35 57%abcfjk	3 34%	47 25%abcjk	19 29%abcjk	7 77%	8 24%	* 1%	14 3%
Did not vote	368 18%	41 9%	66 12%	11 7%	12 20%ac	3 40%	44 23%abc	16 24%abc	-	11 34%	7 15%	157 36%abcd j
Don't remember	77 4%	1 *	16 3%a	1 1%	2 3%a	2 18%	9 5%a	-	-	* 1%	7 14%abcg	39 9%abcg
Refused	52 3%	* *	5 1%	6 4%ab	-	-	2 1%	2 3%a	-	-	26 55%abcdfgk	11 2%a

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Voting Intentions Survey

### ONLINE Fieldwork : 12th - 14th November 2014

Absolutes/col percents

Table 1

**Q.1 Thinking back to the General Election in 2010 / UK General Election (for Scotland), which party if any did you vote for?**

**Base: All respondents**

	Total	Region										
		Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2000	176	97	227	170	179	98	184	249	281	181	158
Weighted base	2000	171	91*	237	177	184	106*	187	253	255	183	156
Conservative	556 28%	20 11%	18 20%	61 26%A	40 23%A	69 37%ABC DFJ	18 17%	62 33%AF	70 28%A	92 36%ABC DFJ	46 25%A	61 39%ABCDHJ
Labour	446 22%	44 26%GI	27 29%GI	67 28%GIJ	50 28%GI	37 20%	23 22%	26 14%	71 28%GIJ	38 15%	33 18%	30 20%
Liberal Democrat	350 18%	22 13%	18 20%	34 14%	32 18%	23 12%	11 10%	41 22%EF	47 19%	45 18%	51 28%ACE FIK	26 17%
Other	151 8%	40 24%BCDE GHIJK	6 6%	6 2%	9 5%	12 6%	13 12%CHK	15 8%C	12 5%	19 8%C	15 8%C	4 3%
Did not vote	368 18%	33 19%	21 23%H	62 26%HJK	35 20%	31 17%	33 31%EGH IJK	30 16%	31 12%	45 18%	26 14%	21 14%
Don't remember	77 4%	10 6%	1 1%	6 3%	6 4%	8 4%	4 4%	8 4%	13 5%	11 4%	4 2%	6 4%
Refused	52 3%	3 2%	-	2 1%	4 3%	5 3%	4 4%	4 2%	10 4%	5 2%	7 4%	7 5%C

**Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 12th - 14th November 2014

Absolutes/col percents

Table 2

**Q.2 If there were a General Election / UK General Election (for Scotland) tomorrow, how likely would you be to vote on a scale from 1 to 10, where 1 means you are certain not to vote and 10 means you are absolutely certain to vote?**

**Base: All respondents**

	Gender			Age						Social Class					Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Net: Eng-land & Wales	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)	
Unweighted base	2000	971	1029	98	351	327	391	350	483	735	556	273	436	1824	530	521	494	279	176	
Weighted base	2000	978	1022	240*	322	381	339	300	418	539	580	420	461	1829	509	527	505	288	171	
Absolutely certain to vote	(10) 1072 54%	577 59%b	495 48%	64 27%	133 41%c	180 47%c	186 55%cd	207 69%cde	302 72%cde	301 56%	315 54%	223 53%	233 51%	955 52%	274 54%	280 53%	237 47%	165 57%o	116 68%mo	
	(9)	229 11%	106 11%	123 12%	15 6%	36 11%	41 11%	52 15%c	38 13%	49 12%	73 13%j	50 9%	54 13%	53 11%	213 12%	52 10%	61 12%	69 14%	31 11%	16 9%
	(8)	188 9%	90 9%	98 10%	47 20%dfgh	30 9%h	47 12%gh	26 8%	17 6%	20 5%	50 9%	60 10%	44 11%	34 7%	178 10%	45 9%	58 11%p	59 12%p	16 6%	10 6%
	(7)	136 7%	64 7%	72 7%	28 12%h	29 9%h	41 11%fgh	18 5%h	15 5%h	5 1%	33 6%	47 8%	31 7%	24 5%	131 7%	40 8%q	28 5%	46 9%nq	17 6%	5 3%
	(6)	53 3%	14 1%	39 4%a	10 4%	16 5%gh	10 3%	10 3%	2 1%	4 1%	12 2%	13 2%	10 2%	18 4%	51 3%	11 2%	22 4%	12 2%	6 2%	3 1%
	(5)	66 3%	29 3%	37 4%	21 9%fgh	17 5%fgh	17 4%fgh	5 1%	1 *	5 1%	16 3%	20 4%	18 4%	12 3%	58 3%	25 5%	13 2%	12 2%	8 3%	8 5%
	(4)	28 1%	10 1%	18 2%	10 4%h	7 2%	3 1%	3 1%	4 1%	2 1%	13 2%	6 1%	5 1%	5 1%	26 1%	14 3%no	4 1%	4 1%	3 1%	3 2%
	(3)	26 1%	12 1%	15 1%	4 2%	6 2%	5 1%	4 1%	2 1%	5 1%	3 1%	11 2%	1 *	11 2%ik	25 1%	4 1%	10 2%	6 1%	5 2%	1 *
	(2)	19 1%	11 1%	8 1%	7 3%	* *	4 1%	2 1%	1 *	3 1%	2 *	9 1%	3 1%	5 1%	18 1%	4 1%	6 1%	4 1%	4 1%	1 *
Certain not to vote	(1) 88 4%	42 4%	45 4%	9 4%	23 7%gh	20 5%	20 6%gh	6 2%	11 3%	24 4%	17 3%	15 3%	32 7%j	85 5%	20 4%	16 3%	28 6%	21 7%nq	3 2%	
Refused	4 *	1 *	3 *	-	-	2 *	-	-	3 1%	* *	1 *	-	3 1%	4 *	1 *	3 1%	-	-	-	
Don't know	90 5%	22 2%	69 7%a	24 10%egh	26 8%efgh	11 3%	14 4%	7 2%	8 2%	12 2%	30 5%i	16 4%	31 7%i	83 5%	19 4%	26 5%	27 5%	11 4%	7 4%	
Mean	8.50	8.65b	8.36	7.37	7.90	8.24c	8.59cd	9.22cd ef	9.20cd ef	8.61l	8.53	8.62	8.23	8.45	8.46	8.60	8.35	8.35	9.07mno	
Standard deviation	2.41	2.36	2.45	2.56	2.74	2.48	2.46	1.74	1.96	2.32	2.33	2.20	2.77	2.44	2.39	2.26	2.48	2.77	1.92	
Standard error	0.06	0.08	0.08	0.27	0.15	0.14	0.13	0.09	0.09	0.09	0.10	0.14	0.14	0.06	0.11	0.10	0.11	0.17	0.15	

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

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### ONLINE Fieldwork : 12th - 14th November 2014

Absolutes/col percents

Table 2

**Q.2 If there were a General Election / UK General Election (for Scotland) tomorrow, how likely would you be to vote on a scale from 1 to 10, where 1 means you are certain not to vote and 10 means you are absolutely certain to vote?**

**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	2000	490	490	126	351	96	67	7	6	11	314	607	429	358
Weighted base	2000	444	522	125*	350	88*	64*	8**	7**	11**	328	556	446	350
Absolutely certain to vote	(10) 1072 54%	273 62%e	331 63%ce	63 50%	245 70%ace	43 48%	55 87%abcde	6 73%	5 76%	4 37%	74 23%	357 64%	303 68%l	200 57%
	(9) 229 11%	82 19%bdf	52 10%	25 20%bdf	34 10%	17 19%bd	4 6%	-	2 24%	-	22 7%	88 16%k	45 10%	62 18%k
	(8) 188 9%	45 10%	64 12%	20 16%d	26 7%	10 11%	4 6%	-	-	* 3%	25 8%	52 9%	39 9%	37 10%
	(7) 136 7%	26 6%	41 8%	12 10%f	20 6%	13 15%adf	-	2 27%	-	1 7%	31 9%	21 4%	29 7%	19 5%
	(6) 53 3%	8 2%	16 3%	1 1%	9 3%	4 4%	1 1%	-	-	* 3%	15 5%	4 1%	9 2%	5 1%
	(5) 66 3%	9 2%	18 3%	5 4%	17 5%a	2 2%	-	-	-	6 49%	12 4%	14 2%k	3 1%	9 3%k
	(4) 28 1%	-	-	-	-	-	-	-	-	-	8 2%	6 1%	3 1%	5 1%
	(3) 26 1%	-	-	-	-	-	-	-	-	-	11 3%	2 *	2 *	5 2%
	(2) 19 1%	-	-	-	-	-	-	-	-	-	7 2%	1 *	1 *	1 *
Certain not to vote	(1) 88 4%	-	-	-	-	-	-	-	-	-	49 15%	6 1%	2 *	* *
Refused	4 *	-	-	-	-	-	-	-	-	-	4 1%	* *	-	-
Don't know	90 5%	-	-	-	-	-	-	-	-	-	69 21%	4 1%	11 2%	6 2%
Mean	8.50	9.26e	9.12	8.98	9.24e	8.86	9.77abcde	9.20	9.76	7.15	6.43	9.18	9.27	9.03
Standard deviation	2.41	1.17	1.38	1.31	1.40	1.39	0.66	1.43	0.46	2.43	3.41	1.58	1.42	1.60
Standard error	0.06	0.05	0.06	0.12	0.07	0.14	0.08	0.54	0.19	0.73	0.21	0.06	0.07	0.09

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

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**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser -vative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Plaid Cymru (e)	UKIP (f)	Green (g)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2000	510	526	149	67	9	178	62	7	35	47	410
Weighted base	2000	449	543	153*	61*	8**	193	65*	8**	33**	48*	438
Absolutely certain to vote	(10) 1072 54%	288 64%cgjk	347 64%cgjk	72 47%k	53 87%abcfjk	4 42%	130 67%cgjk	21 33%	5 59%	11 34%	21 45%k	119 27%
	(9) 229 11%	69 15%bfk	54 10%	27 18%bfk	3 5%	-	13 7%	14 22%bdfjk	2 20%	2 6%	2 4%	43 10%
	(8) 188 9%	45 10%	58 11%	20 13%	2 2%	-	12 6%	6 9%	-	4 11%	7 16%d	35 8%
	(7) 136 7%	20 4%	41 8%	7 5%	-	-	12 6%	7 11%d	-	4 11%	-	45 10%ad
	(6) 53 3%	6 1%	13 2%	5 3%	-	2 18%	4 2%	3 5%	-	-	1 1%	20 5%a
	(5) 66 3%	6 1%	10 2%	8 5%a	-	-	11 6%ab	-	-	2 7%	5 10%abdg	24 6%ab
	(4) 28 1%	4 1%b	-	5 3%b	1 2%b	-	3 1%b	2 2%b	-	2 5%	-	12 3%b
	(3) 26 1%	2 *	1 *	1 1%	-	-	3 2%	1 2%	2 21%	1 4%	2 4%ab	13 3%ab
	(2) 19 1%	2 *	2 *	-	1 1%	-	-	-	-	* 1%	-	14 3%abf
Certain not to vote	(1) 88 4%	4 1%	9 2%	2 1%	1 2%	1 13%	3 1%	8 13%abcf	-	7 20%	4 7%ab	49 11%abcf
Refused	4 *	* *	-	-	-	-	-	-	-	-	4 8%abcfk	-
Don't know	90 5%	3 1%	7 1%	7 4%a	-	2 27%	4 2%	2 3%	-	-	2 5%a	63 14%abcf g
Mean	8.50	9.19cgk	9.07cgk	8.64gk	9.49cgk	7.47	8.93gk	7.56	8.35	6.54	7.85	6.89
Standard deviation	2.41	1.55	1.71	1.94	1.77	3.70	1.99	3.04	2.94	3.52	2.96	3.20
Standard error	0.06	0.07	0.08	0.16	0.22	1.31	0.15	0.39	1.11	0.59	0.46	0.17

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k**

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**Base: All respondents**

	Total	Region										
		Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2000	176	97	227	170	179	98	184	249	281	181	158
Weighted base	2000	171	91*	237	177	184	106*	187	253	255	183	156
Absolutely certain to vote	(10) 1072 54%	116 68%BCD EFGHI	41 45%	107 45%	89 50%	97 53%	54 51%	95 51%	137 54%	138 54%	110 60%BC	87 56%
	(9) 229 11%	16 9%	10 11%	31 13%	28 16%K	25 13%	9 9%	25 13%	24 9%	28 11%	22 12%	11 7%
	(8) 188 9%	10 6%	19 20%ACEF GHIJ	22 9%	19 10%	17 9%	4 4%	18 10%	26 10%	19 7%	13 7%	23 15%AFI
	(7) 136 7%	5 3%	8 9%	22 9%AK	17 9%AK	11 6%	9 9%	12 7%	20 8%	20 8%	8 5%	4 3%
	(6) 53 3%	3 1%	2 2%	6 3%	4 2%	6 3%	2 2%	13 7%AHI	5 2%	6 2%	4 2%	3 2%
	(5) 66 3%	8 5%	2 2%	8 4%	2 1%	6 3%	1 1%	4 2%	9 4%	16 6%D	7 4%	4 2%
	(4) 28 1%	3 2%	- -	3 1%	1 1%	1 1%	- -	2 1%	8 3%	6 2%	3 2%	1 1%
	(3) 26 1%	1 *	1 1%	3 1%	2 1%	3 2%	3 2%	5 3%	2 1%	2 1%	2 1%	2 1%
	(2) 19 1%	1 *	- -	4 2%	- -	2 1%	2 2%	- -	1 *	3 1%	2 1%	4 3%
Certain not to vote	(1) 88 4%	3 2%	6 6%	16 7%	7 4%	7 4%	13 12%ADEG HIK	4 2%	11 4%	9 4%	8 5%	5 3%
Refused	4 *	- -	- -	- -	- -	- -	- -	- -	1 *	* *	- -	3 2%
Don't know	90 5%	7 4%	4 4%	14 6%J	9 5%	9 5%	9 8%J	8 4%	11 4%	8 3%	2 1%	9 6%J
Mean	8.50	9.07BC FHI	8.35	8.11	8.65	8.55	7.86	8.59	8.49	8.43	8.61	8.67
Standard deviation	2.41	1.92	2.39	2.70	2.17	2.36	3.25	2.12	2.38	2.41	2.44	2.33
Standard error	0.06	0.15	0.25	0.18	0.17	0.18	0.34	0.16	0.15	0.15	0.18	0.19

**Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 12th - 14th November 2014

Absolutes/col percents

Table 3

**Q.3 If there were a General Election / UK General Election (for Scotland) tomorrow, would you vote Conservative, Labour, Liberal Democrat, UKIP or for some other party?**  
**Base: All respondents saying 5-10 likely to vote**

	Gender		Age							Social Class				Net: Eng- land & Wales	Region				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)		South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	1766	885	881	74	283	288	346	325	450	673	488	246	359	1603	469	461	435	238	163
Weighted base	1745	880	865	186*	260	336	297	281	386	485	505	380	374	1587	447	461	435	244	157
Conservative	398 23%	209 24%	189 22%	23 12%	51 19%	78 23%	63 21%	64 23%	120 31% cde fg	146 30% kl	128 25% kl	68 18%	56 15%	385 24%	109 24% q	130 28% pq	97 22% q	48 20% q	14 9%
Labour	472 27%	225 26%	247 29%	63 34% h	84 32% gh	98 29% h	91 31% h	65 23%	71 18%	101 21%	131 26%	125 33% i	116 31% i	439 28%	116 26%	100 22%	156 36% mnq	67 28%	34 21%
Lib Dem	109 6%	48 5%	61 7%	19 10% f	18 7% f	20 6%	8 3%	16 6%	27 7% f	41 9% l	31 6%	20 5%	16 4%	104 7%	24 5%	36 8%	26 6%	18 7%	5 3%
UKIP	340 19%	199 23% b	141 16%	27 15%	27 10%	54 16%	70 24% de	68 24% de	93 24% de	74 15%	79 16%	90 24% ij	97 26% ij	328 21%	88 20% q	105 23% q	76 18% q	58 24% q	12 8%
Green	83 5%	50 6%	33 4%	15 8%	19 7% fh	17 5%	9 3%	10 4%	12 3%	26 5% k	29 6% k	7 2%	21 6% k	73 5%	29 7% n	13 3%	22 5%	8 3%	9 6%
SNP	63 4%	45 5% b	18 2%	7 4%	15 6% h	10 3%	12 4%	10 4%	9 2%	12 2%	18 3%	19 5%	14 4%	-	-	-	-	-	63 40% mnop
Plaid Cymru	6 *	2 *	4 *	2 1%	-	1 *	1 *	1 *	1 *	* *	1 *	3 1%	1 *	6 *	-	-	-	6 2% mno	-
BNP	7 *	6 1%	2 *	-	-	-	5 2% eh	2 1%	-	1 *	1 *	4 1%	1 *	5 *	-	-	1 *	4 2% mn	2 1%
Other	5 *	3 *	2 *	-	* *	2 1%	* *	1 1%	1 *	3 1%	1 *	-	1 *	5 *	1 *	1 *	1 *	1 *	1 *
Refused	30 2%	8 1%	22 3% a	-	7 3%	5 1%	4 1%	10 4% h	4 1%	6 1%	9 2%	9 2%	6 2%	27 2%	7 2%	10 2%	3 1%	7 3%	3 2%
Don't know	232 13%	86 10%	146 17% a	29 16%	39 15%	51 15%	34 12%	32 11%	47 12%	73 15% k	78 15% k	35 9%	46 12%	216 14%	71 16%	66 14%	52 12%	27 11%	16 10%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 12th - 14th November 2014

Absolutes/col percents

Table 3

**Q.3 If there were a General Election / UK General Election (for Scotland) tomorrow, would you vote Conservative, Labour, Liberal Democrat, UKIP or for some other party?**

**Base: All respondents saying 5-10 likely to vote**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	1766	490	490	126	351	96	67	7	6	11	180	590	411	341
Weighted base	1745	444	522	125*	350	88*	64*	8**	7**	11**	179	537	427	332
Conservative	398 23%	398 90%bcdef	-	-	-	-	-	-	-	-	-	324 60%kl	11 3%	28 8%k
Labour	472 27%	-	472 90%acdef	-	-	-	-	-	-	-	-	29 5%	308 72%jl	67 20%j
Lib Dem	109 6%	-	-	109 87%abdef	-	-	-	-	-	-	-	6 1%	7 2%	89 27%jk
UKIP	340 19%	-	-	-	340 97%abcef	-	-	-	-	-	-	120 22%kl	43 10%	48 15%
Green	83 5%	-	-	-	-	83 94%abcdef	-	-	-	-	-	3 1%	10 2%j	26 8%jk
SNP	63 4%	-	-	-	-	-	63 99%abcde	-	-	-	-	2 *	8 2%j	11 3%j
Plaid Cymru	6 *	-	-	-	-	-	-	6 73%	-	-	-	-	2 1%	-
BNP	7 *	-	-	-	-	-	-	-	7 100%	-	-	1 *	1 *	-
Other	5 *	-	-	-	-	-	-	-	-	5 48%	-	-	1 *	* *
Refused	30 2%	-	-	1 1%	-	-	-	-	-	-	30 17%	1 *	-	3 1%
Don't know	232 13%	46 10%d	50 10%d	15 12%df	10 3%	5 6%	1 1%	2 27%	-	6 52%	150 83%	52 10%	36 8%	59 18%jk

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 12th - 14th November 2014

Absolutes/col percents

Table 3

**Q.3 If there were a General Election / UK General Election (for Scotland) tomorrow, would you vote Conservative, Labour, Liberal Democrat, UKIP or for some other party?**

**Base: All respondents saying 5-10 likely to vote**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser -vative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Plaid Cymru (e)	UKIP (f)	Green (g)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	1766	492	502	135	63	7	166	54	6	24	35	282
Weighted base	1745	433	523	139*	58*	5**	181	52*	7**	23**	36**	287
Conservative	398 23%	326 75%bcdgk	14 3%	12 9%bf	- -	- -	2 1%	2 4%	- -	3 11%	1 2%	39 14%bdf
Labour	472 27%	4 1%	392 75%acdfgk	11 8%a	5 9%a	1 24%	8 5%a	6 11%a	- -	3 15%	- -	41 14%af
Lib Dem	109 6%	4 1%	8 2%	79 57%abdfgk	- -	- -	- -	1 2%	- -	- -	1 4%	15 5%abf
UKIP	340 19%	65 15%bcdg	39 7%	9 7%	2 3%	2 30%	167 92%abcdgk	- -	- -	1 3%	3 9%	52 18%bcdg
Green	83 5%	3 1%	15 3%a	8 6%af	1 2%	- -	- -	40 78%abcdfk	- -	2 8%	3 7%	11 4%af
SNP	63 4%	1 *	3 1%	- -	47 81%abcfk	- -	- -	- -	- -	2 10%	- -	9 3%ab
Plaid Cymru	6 *	- -	- -	- -	- -	2 46%	- -	- -	- -	1 4%	- -	2 1%
BNP	7 *	- -	- -	- -	1 2%ab	- -	- -	- -	6 91%	- -	- -	- -
Other	5 *	- -	- -	- -	1 1%b	- -	- -	- -	- -	4 19%	- -	* *
Refused	30 2%	- -	- -	1 1%	- -	- -	1 *	- -	- -	- -	21 59%	6 2%ab
Don't know	232 13%	30 7%f	52 10%f	18 13%df	1 2%	- -	3 2%	3 6%	1 9%	7 31%	7 19%	110 38%abcdf g

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 12th - 14th November 2014

Absolutes/col percents

Table 3

**Q.3 If there were a General Election / UK General Election (for Scotland) tomorrow, would you vote Conservative, Labour, Liberal Democrat, UKIP or for some other party?**

**Base: All respondents saying 5-10 likely to vote**

	Total	Region										
		Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	1766	163	86	201	148	160	79	164	219	250	159	137
Weighted base	1745	157	81*	197	158	162	79*	167	220	226	165	132*
Conservative	398 23%	14 9%	20 24%A	47 24%A	30 19%A	40 25%A	15 19%	41 24%A	48 22%A	61 27%A	33 20%A	49 37%ACDFGHJ
Labour	472 27%	34 21%	32 40%AEG IJ	73 37%AEG IJ	51 32%GI	40 25%	30 38%AGI J	26 15%	70 32%GI	46 20%	37 23%	33 25%
Lib Dem	109 6%	5 3%	4 5%	7 4%	15 10%C	9 6%	2 3%	19 11%ACI	14 6%	10 5%	15 9%	8 6%
UKIP	340 19%	12 8%	10 13%	30 15%	36 23%A	36 22%A	10 12%	45 27%ABC FH	33 15%	55 24%ACF H	48 29%ABC FH	24 18%A
Green	83 5%	9 6%	6 7%	11 6%	6 3%	4 3%	3 4%	5 3%	16 7%	14 6%	5 3%	4 3%
SNP	63 4%	63 40%BCDE FGHIJK	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	6 *	-	-	-	-	-	6 7%ABCD EGHIJK	-	-	-	-	-
BNP	7 *	2 1%	-	-	1 1%	-	3 4%CEGH IK	-	-	-	1 1%	-
Other	5 *	1 *	-	1 1%	-	1 1%	-	-	-	1 1%	1 1%	-
Refused	30 2%	3 2%	1 2%	1 *	* *	8 5%CD	1 1%	2 1%	4 2%	4 2%	6 3%	1 *
Don't know	232 13%	16 10%	8 10%	27 14%	18 11%	22 14%	10 13%	31 18%	35 16%	36 16%	17 10%	13 9%

**Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 12th - 14th November 2014

Absolutes/col percents

Table 4

**Q.4 If it were a legal requirement for you to vote, do you think you would probably vote Conservative, Labour, Liberal Democrat, UKIP or for some other party?**

**Base: All respondents saying 1-4, DK, Ref for likely to vote or who say DK/Ref at Q3**

	Gender			Age						Social Class				Net: Eng- land & Wales	Region				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)		South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	493	174	319	36	112	89	92	71	93	164	151	53	125	462	136	135	118	73	31
Weighted base	517	191	326	84**	109*	100*	80*	62*	83*	134	161	84*	138*	484	141*	141*	125*	78*	33**
Conservative	54 11%	27 14%	28 8%	9 10%	11 10%	5 5%	8 10%	10 17%e	11 14%	20 15%	16 10%	6 8%	12 9%	53 11%	25 17%p	13 9%	12 9%	4 5%	1 5%
Labour	46 9%	30 16%b	16 5%	10 12%	10 9%	8 8%	5 7%	6 10%	6 7%	11 8%	14 9%	9 10%	13 9%	44 9%	9 7%	15 10%	13 10%	7 9%	2 6%
Lib Dem	16 3%	3 2%	13 4%	-	5 5%	2 2%	3 4%	1 2%	4 5%	7 5%l	3 2%	6 7%l	* *	16 3%	4 3%	5 3%	6 5%	2 2%	-
UKIP	31 6%	14 7%	17 5%	1 2%	4 4%	8 8%	7 9%	4 7%	7 8%	6 4%	10 6%	2 3%	13 10%	30 6%	11 8%	9 6%	6 5%	5 6%	1 3%
Green	20 4%	11 6%	9 3%	8 10%	1 1%	4 4%	-	4 6%f	4 4%	7 5%	9 6%	-	5 3%	20 4%	5 3%	2 1%	6 5%	7 10%n	-
SNP	2 *	-	2 1%	-	1 1%	1 1%	-	-	1 1%	1 1%	-	-	1 1%	-	-	-	-	-	2 7%
Plaid Cymru	4 1%	2 1%	2 1%	-	2 2%	-	2 3%	-	-	-	-	2 2%	2 2%	4 1%	-	-	-	4 6%mo	-
BNP	2 *	2 1%	-	2 2%	-	-	-	-	-	2 1%	-	-	2 *	-	-	-	2 1%	-	-
Other	14 3%	12 6%b	2 1%	4 5%	2 2%	1 1%	3 4%	1 1%	2 3%	7 6%j	1 1%	2 3%	3 2%	14 3%	6 4%	2 1%	2 1%	4 6%	-
Refused	41 8%	11 5%	30 9%	-	13 12%	5 5%	4 5%	12 19%ef	7 9%	4 3%	14 9%	12 14%i	11 8%	37 8%	13 9%	15 11%	4 3%	5 7%	4 12%
Don't know	287 55%	79 41%	208 64%a	50 59%	59 55%	66 66%gh	47 58%g	24 38%	41 50%	71 53%	93 57%	45 53%	79 57%	265 55%	68 49%	82 58%	75 60%	40 51%	22 67%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 12th - 14th November 2014

Absolutes/col percents

Table 4

**Q.4 If it were a legal requirement for you to vote, do you think you would probably vote Conservative, Labour, Liberal Democrat, UKIP or for some other party?**

**Base: All respondents saying 1-4, DK, Ref for likely to vote or who say DK/Ref at Q3**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	493	46	50	20	10	6	1	1	-	3	314	70	52	88
Weighted base	517	46*	50**	16**	10**	5**	1**	2**	-**	6**	328	72*	55*	79*
Conservative	54 11%	31 68%	-	-	-	-	-	-	-	-	-	23 32%kl	5 9%	6 8%
Labour	46 9%	-	20 40%	-	-	-	-	-	-	-	-	* 1%	12 23%j	8 11%j
Lib Dem	16 3%	-	-	7 42%	-	-	-	-	-	-	-	-	1 1%	9 11%j
UKIP	31 6%	-	-	-	10 100%	-	-	-	-	-	-	9 13%	4 6%	5 6%
Green	20 4%	-	-	-	-	5 100%	-	-	-	-	-	1 1%	2 4%	3 4%
SNP	2 *	-	-	-	-	-	1 100%	-	-	-	-	-	2 4%	-
Plaid Cymru	4 1%	-	-	-	-	-	-	2 100%	-	-	-	-	-	-
BNP	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	14 3%	-	-	-	-	-	-	-	-	6 100%	-	1 2%	-	-
Refused	41 8%	-	2 5%	1 9%	-	-	-	-	-	-	41 12%	-	-	3 3%
Don't know	287 55%	15 32%	28 55%	8 49%	-	-	-	-	-	-	287 88%	36 51%	29 52%	46 58%

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 12th - 14th November 2014

Absolutes/col percents

Table 4

**Q.4 If it were a legal requirement for you to vote, do you think you would probably vote Conservative, Labour, Liberal Democrat, UKIP or for some other party?**

**Base: All respondents saying 1-4, DK, Ref for likely to vote or who say DK/Ref at Q3**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser -vative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Plaid Cymru (e)	UKIP (f)	Green (g)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	493	51	72	33	5	2	16	11	2	18	40	243
Weighted base	517	46*	71*	34**	4**	3**	16**	16**	2**	17**	40**	267
Conservative	54 11%	21 46%bk	9 12%	1 2%	- -	- -	- -	2 10%	- -	2 9%	1 2%	20 7%
Labour	46 9%	- -	25 34%ak	4 13%	- -	- -	- -	- -	- -	- -	* 1%	16 6%
Lib Dem	16 3%	- -	- -	9 27%	- -	1 32%	- -	- -	- -	1 7%	- -	5 2%
UKIP	31 6%	6 13%k	3 4%	2 6%	* 10%	- -	7 44%	- -	- -	1 8%	- -	11 4%
Green	20 4%	3 6%	1 2%	- -	- -	- -	- -	11 71%	- -	- -	- -	5 2%
SNP	2 *	- -	- -	- -	1 34%	- -	- -	- -	- -	- -	- -	1 *
Plaid Cymru	4 1%	- -	- -	- -	- -	2 68%	- -	- -	- -	- -	- -	2 1%
BNP	2 *	- -	- -	- -	- -	- -	- -	- 2 75%	- -	- -	- -	- -
Other	14 3%	- -	- -	4 13%	- -	- -	- -	- -	- -	7 43%	- -	2 1%
Refused	41 8%	- -	2 3%	1 4%	- -	- -	1 5%	- -	- -	* 3%	31 77%	5 2%
Don't know	287 55%	16 35%	31 44%	12 35%	2 56%	- -	8 51%	3 19%	1 25%	5 30%	8 20%	200 75%ab

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**



## Voting Intentions Survey

### ONLINE Fieldwork : 12th - 14th November 2014

Absolutes/col percents

Table 4

**Q.4 If it were a legal requirement for you to vote, do you think you would probably vote Conservative, Labour, Liberal Democrat, UKIP or for some other party?**

**Base: All respondents saying 1-4, DK, Ref for likely to vote or who say DK/Ref at Q3**

	Region											
	Total	Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	493	31	20	55	43	49	28	48	67	69	45	38
Weighted base	517	33**	20**	68*	38*	53*	37**	52*	72*	69*	41*	36**
Conservative	54 11%	1 5%	-	8 12%	4 9%	6 11%	1 2%	7 13%	13 18%	12 17%	3 7%	-
Labour	46 9%	2 6%	1 6%	7 10%	5 12%	7 14%	2 6%	2 3%	6 9%	3 4%	5 12%	6 16%
Lib Dem	16 3%	-	2 8%	3 4%	1 4%	1 2%	1 3%	2 5%	2 3%	2 3%	* 1%	1 3%
UKIP	31 6%	1 3%	-	3 5%	3 7%	3 5%	1 4%	3 6%	5 7%	6 9%	3 8%	3 7%
Green	20 4%	-	1 5%	1 1%	4 12%	1 2%	7 18%	1 1%	3 4%	2 3%	1 2%	-
SNP	2 *	2 7%	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	4 1%	-	-	-	-	-	4 12%	-	-	-	-	-
BNP	2 *	-	-	2 3%	-	-	-	-	-	-	-	-
Other	14 3%	-	-	-	2 4%	-	1 2%	1 3%	6 8%	-	4 9%CI	* 1%
Refused	41 8%	4 12%	1 7%	* 1%	2 5%	9 16%C	-	3 6%	5 7%	8 12%C	5 13%C	3 9%
Don't know	287 55%	22 67%	14 74%	43 64%	18 46%	26 49%	20 54%	33 63%	33 46%	36 52%	20 49%	23 63%

**Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 12th - 14th November 2014

Absolutes/col percents

Table 5  
**Q.5 Generally speaking, do you think of yourself as ...?**  
**Base: All respondents**

	Gender		Age							Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Net: Eng-land & Wales	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)
Unweighted base	2000	971	1029	98	351	327	391	350	483	735	556	273	436	1824	530	521	494	279	176
Weighted base	2000	978	1022	240*	322	381	339	300	418	539	580	420	461	1829	509	527	505	288	171
Conservative	449 22%	240 25%	210 21%	22 9%	46 14%	77 20% <sub>c</sub>	70 21% <sub>c</sub>	81 27% <sub>cd</sub>	153 36% <sub>cde</sub>	171 32% <sub>ijkl</sub>	137 24% <sub>l</sub>	74 18%	68 15%	433 24%	134 26% <sub>oq</sub>	145 27% <sub>oq</sub>	96 19% <sub>oq</sub>	58 20% <sub>q</sub>	16 10%
Labour	543 27%	279 29%	263 26%	56 23%	90 28%	110 29%	97 29%	87 29%	103 25%	123 23%	149 26%	134 32% <sub>i</sub>	137 30% <sub>i</sub>	508 28%	141 28%	117 22%	180 36% <sub>mnp</sub>	70 24% <sub>q</sub>	34 20%
Lib Dem	153 8%	71 7%	82 8%	27 11% <sub>f</sub>	23 7% <sub>f</sub>	28 7% <sub>f</sub>	10 3%	21 7% <sub>f</sub>	45 11% <sub>f</sub>	46 9%	53 9% <sub>l</sub>	31 7%	24 5%	148 8%	39 8%	44 8%	42 8%	23 8%	5 3%
SNP	61 3%	36 4%	26 3%	-	14 4% <sub>c</sub>	15 4%	12 4% <sub>c</sub>	12 4% <sub>c</sub>	8 2%	13 2%	17 3%	17 4%	14 3%	-	-	-	-	-	61 36% <sub>mnp</sub>
Plaid Cymru	8 *	6 1%	2 *	2 1%	3 1%	1 *	2 1%	-	1 *	1 *	1 *	2 *	4 1%	8 *	-	-	-	8 3% <sub>mno</sub>	-
UKIP	193 10%	105 11%	88 9%	28 12%	22 7%	28 7%	38 11%	25 8%	52 12% <sub>de</sub>	28 5%	48 8%	58 14% <sub>ij</sub>	59 13% <sub>ij</sub>	182 10%	48 9%	56 11%	39 8%	39 13% <sub>o</sub>	11 6%
Green	65 3%	35 4%	29 3%	19 8% <sub>eh</sub>	13 4% <sub>h</sub>	10 3%	9 3%	10 3% <sub>h</sub>	4 1%	20 4%	26 5% <sub>k</sub>	6 1%	12 3%	63 3%	22 4% <sub>n</sub>	7 1%	20 4% <sub>n</sub>	13 5% <sub>n</sub>	2 1%
BNP	8 *	7 1%	1 *	2 1%	-	-	5 1% <sub>deh</sub>	2 1%	-	1 *	2 *	3 1%	2 *	8 *	-	-	4 1%	4 1% <sub>mn</sub>	1 *
Other	33 2%	24 2% <sub>b</sub>	9 1%	2 1%	3 1%	12 3%	3 1%	8 3%	5 1%	13 2%	7 1%	5 1%	9 2%	30 2%	8 2%	7 1%	5 1%	10 3%	3 2%
Refused	48 2%	19 2%	29 3%	-	10 3%	8 2%	9 3%	13 4% <sub>c</sub>	9 2%	10 2%	16 3%	12 3%	10 2%	44 2%	15 3% <sub>o</sub>	19 4% <sub>o</sub>	3 1%	7 3%	3 2%
Don't know	438 22%	154 16%	283 28% <sub>a</sub>	82 34% <sub>gh</sub>	96 30% <sub>gh</sub>	93 24% <sub>gh</sub>	84 25% <sub>gh</sub>	42 14%	39 9%	113 21%	123 21%	79 19%	123 27% <sub>k</sub>	403 22%	100 20%	132 25%	116 23%	55 19%	34 20%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Voting Intentions Survey

### ONLINE Fieldwork : 12th - 14th November 2014

Absolutes/col percents

Table 5  
**Q.5 Generally speaking, do you think of yourself as ...?**  
**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Democrat (l)
Unweighted base	2000	490	490	126	351	96	67	7	6	11	314	607	429	358
Weighted base	2000	444	522	125*	350	88*	64*	8**	7**	11**	328	556	446	350
Conservative	449 22%	349 79%bcdef	4 1%	4 3%	70 20%bcef	5 5%b	1 2%	-	-	-	16 5%	372 67%kl	2 *	24 7%k
Labour	543 27%	22 5%	432 83%acdef	8 6%	42 12%a	16 19%acf	3 5%	-	-	-	34 10%	26 5%	349 78%jl	72 21%j
Lib Dem	153 8%	13 3%	13 3%	92 73%abdef	9 3%	8 9%abdf	-	-	-	4 38%	13 4%	7 1%	8 2%	120 34%jk
SNP	61 3%	-	5 1%	-	2 *	1 1%a	47 74%abcde	-	1 13%	1 6%	2 1%	1 *	11 3%j	-
Plaid Cymru	8 *	-	1 *	-	2 *	-	-	2 31%	-	-	-	-	1 *	-
UKIP	193 10%	2 *	8 2%	-	167 48%abcef	-	-	-	-	-	9 3%	58 10%k	12 3%	21 6%
Green	65 3%	2 *	6 1%	1 1%	-	41 46%abcdf	-	-	-	-	3 1%	4 1%	9 2%	15 4%j
BNP	8 *	-	-	-	-	-	-	-	6 87%	-	1 *	1 *	1 *	-
Other	33 2%	4 1%	3 1%	1 1%	1 *	2 2%	2 4%d	1 11%	-	6 49%	6 2%	3 1%	3 1%	8 2%
Refused	48 2%	2 *	* *	1 1%	3 1%	3 3%ab	-	-	-	-	38 12%	1 *	* *	5 2%
Don't know	438 22%	50 11%	49 9%	18 14%	55 16%b	13 15%	10 15%	4 58%	-	1 7%	205 63%	82 15%	51 11%	85 24%jk

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 12th - 14th November 2014

Absolutes/col percents

Table 5  
**Q.5 Generally speaking, do you think of yourself as ...?**  
**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser -vative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Plaid Cymru (e)	UKIP (f)	Green (g)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2000	510	526	149	67	9	178	62	7	35	47	410
Weighted base	2000	449	543	153*	61*	8**	193	65*	8**	33**	48*	438
Conservative	449 22%	449 100%bcdfgjk	-	-	-	-	-	-	-	-	-	-
Labour	543 27%	-	543 100%acdfgjk	-	-	-	-	-	-	-	-	-
Lib Dem	153 8%	-	-	153 100%abdfgjk	-	-	-	-	-	-	-	-
SNP	61 3%	-	-	-	61 100%abcfjk	-	-	-	-	-	-	-
Plaid Cymru	8 *	-	-	-	-	8 100%	-	-	-	-	-	-
UKIP	193 10%	-	-	-	-	-	193 100%abcdgjk	-	-	-	-	-
Green	65 3%	-	-	-	-	-	-	65 100%abdfjk	-	-	-	-
BNP	8 *	-	-	-	-	-	-	-	8 100%	-	-	-
Other	33 2%	-	-	-	-	-	-	-	-	33 100%	-	-
Refused	48 2%	-	-	-	-	-	-	-	-	-	48 100%abdfgk	-
Don't know	438 22%	-	-	-	-	-	-	-	-	-	-	438 100%abcd gj

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 12th - 14th November 2014

Absolutes/col percents

Table 5

**Q.5 Generally speaking, do you think of yourself as ...?**

Base: All respondents

	Total	Region										
		Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2000	176	97	227	170	179	98	184	249	281	181	158
Weighted base	2000	171	91*	237	177	184	106*	187	253	255	183	156
Conservative	449 22%	16 10%	21 23%A	46 19%A	29 16%	46 25%A	17 17%	51 27%AD	59 23%A	75 29%ACD F	41 22%A	48 31%ACDF
Labour	543 27%	34 20%	35 38%AEG IJ	87 37%AEG IJ	59 33%AGJ	44 24%	32 30%G	29 16%	78 31%AG	63 25%	38 21%	43 28%G
Lib Dem	153 8%	5 3%	5 6%	18 7%	19 11%A	12 6%	4 4%	25 13%AFIK	23 9%A	16 6%	19 11%A	7 4%
SNP	61 3%	61 36%BCDE FGHIJK	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	8 *	-	-	-	-	-	8 8%ABCD EGHIJK	-	-	-	-	-
UKIP	193 10%	11 6%	7 8%	12 5%	20 11%	20 11%	4 3%	24 13%CF	16 6%	32 13%CFH HK	35 19%ABCF	12 8%
Green	65 3%	2 1%	8 9%ACEG JK	5 2%	7 4%	3 2%	10 9%ACEG JK	3 2%	12 5%K	10 4%	4 2%	1 1%
BNP	8 *	1 *	-	2 1%	2 1%	-	3 3%HI	-	-	-	1 1%	-
Other	33 2%	3 2%	* *	1 1%	3 2%	4 2%	3 3%	3 2%	5 2%	3 1%	7 4%K	-
Refused	48 2%	3 2%	1 1%	-	3 1%	7 4%CG	2 2%	1 *	8 3%C	7 3%C	6 3%C	11 7%BCDG
Don't know	438 22%	34 20%	14 15%	65 28%	36 21%	48 26%	23 22%	50 27%	51 20%	49 19%	32 18%	34 22%

**Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L**

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Voting Intentions Survey

### ONLINE Fieldwork : 12th - 14th November 2014

Absolutes/col percents

Table 6  
**Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4) - Weighted to Turnout values (Q2)**  
**Base: All respondents expressing a voting intention and saying 5-10 likely to vote**

	Gender		Age							Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Net: Eng-land & Wales	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)
Unweighted base	1644	856	788	65	255	262	324	306	432	634	443	233	334	1489	437	421	409	222	155
Weighted base	1258	676	581	110*	177	229	216	214	312	350	361	282	265	1132	305	328	317	182	125*
Conservative	372 30%	198 29%	175 30%	19 17%	45 26%	71 31%	59 27%	60 28%	117 38%cdf g	138 39%kl	120 33%kl	63 23%	51 19%	359 32%	104 34%q	122 37%opq	89 28%q	44 24%q	13 10%
Labour	434 34%	210 31%	223 38%a	53 48%gh	76 43%gh	89 39%h	85 39%gh	64 30%h	68 22%	94 27%	122 34%	112 40%i	106 40%i	405 36%	106 35%q	93 28%	142 45%mnq	63 35%	29 23%
Lib Dem	99 8%	44 7%	55 9%	15 14%f	17 9%f	18 8%	7 3%	15 7%	26 8%f	37 11%	28 8%	18 6%	16 6%	94 8%	22 7%	32 10%	23 7%	16 9%	5 4%
UKIP	237 19%	145 21%b	91 16%	12 11%	15 8%	31 14%	44 20%d	54 25%de	82 26%ode	53 15%	57 16%	60 21%	66 25%ij	231 20%	60 20%q	73 22%q	55 17%q	43 24%q	6 5%
Green	41 3%	29 4%	12 2%	3 3%	9 5%	8 4%	4 2%	8 4%	8 3%	14 4%k	14 4%	2 1%	10 4%	32 3%	12 4%	6 2%	8 2%	6 3%	9 7%n
SNP	61 5%	44 6%b	18 3%	6 6%	14 8%h	10 4%	12 5%	10 5%	9 3%	12 3%	17 5%	19 7%	14 5%	-	-	-	-	-	61 49%mnop
Plaid Cymru	6 *	2 *	4 1%	2 2%	-	1 *	1 *	1 *	1 *	* *	1 *	3 1%	1 *	6 *	-	-	-	6 3%mo	-
BNP	5 *	4 1%	2 *	-	-	-	4 2%h	1 *	-	-	1 *	4 1%	1 *	4 *	-	-	-	4 2%mo	2 1%
Other	3 *	1 *	2 *	-	* *	1 *	-	1 *	1 *	1 *	1 *	-	1 1%	2 *	-	1 *	1 *	-	1 1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Voting Intentions Survey

### ONLINE Fieldwork : 12th - 14th November 2014

Absolutes/col percents

Table 6  
**Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4) - Weighted to Turnout values (Q2)**  
**Base: All respondents expressing a voting intention and saying 5-10 likely to vote**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	1644	490	490	126	351	96	67	7	6	11	58	574	405	310
Weighted base	1258	372	434	99*	237	41*	61*	6**	5**	3**	-*	434	357	237
Conservative	372 30%	372 100%bcdef	-	-	-	-	-	-	-	-	-	306 71%kl	11 3%	26 11%k
Labour	434 34%	-	434 100%acdef	-	-	-	-	-	-	-	-	24 6%	290 81%jl	64 27%j
Lib Dem	99 8%	-	-	99 100%abdef	-	-	-	-	-	-	-	5 1%	6 2%	83 35%jk
UKIP	237 19%	-	-	-	237 100%abcef	-	-	-	-	-	-	93 22%k	33 9%	40 17%k
Green	41 3%	-	-	-	-	41 100%abcdf	-	-	-	-	-	2 *	5 2%	14 6%jk
SNP	61 5%	-	-	-	-	-	61 100%abcde	-	-	-	-	2 *	8 2%j	10 4%j
Plaid Cymru	6 *	-	-	-	-	-	-	6 100%	-	-	-	-	2 1%	-
BNP	5 *	-	-	-	-	-	-	-	5 100%	-	-	1 *	1 *	-
Other	3 *	-	-	-	-	-	-	-	-	3 100%	-	-	1 *	-

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 12th - 14th November 2014

Absolutes/col percents

Table 6  
**Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4) - Weighted to Turnout values (Q2)**  
**Base: All respondents expressing a voting intention and saying 5-10 likely to vote**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser -vative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Plaid Cymru (e)	UKIP (f)	Green (g)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	1644	492	502	135	62	7	162	52	5	20	9	198
Weighted base	1258	369	428	105*	56*	4**	129*	23**	4**	12**	2**	125*
Conservative	372 30%	305 83%bcdk	13 3%	11 11%bdf	- -	- -	2 1%	2 9%	- -	2 20%	* 19%	37 29%bcdk
Labour	434 34%	3 1%	364 85%acdfk	10 10%a	5 10%a	1 34%	5 4%	5 23%	- -	3 26%	- -	36 29%acdf
Lib Dem	99 8%	4 1%	7 2%	71 67%abdfk	- -	- -	- -	1 4%	- -	- -	1 59%	14 12%abdf
UKIP	237 19%	54 15%bd	28 6%	7 7%	1 2%	- -	123 95%abcdk	- -	- -	1 6%	* 21%	22 18%bd
Green	41 3%	2 *	13 3%a	6 5%af	1 2%	- -	- -	15 64%	- -	1 9%	- -	4 3%a
SNP	61 5%	1 *	3 1%	- -	47 83%abcfk	- -	- -	- -	- -	2 15%	- -	9 7%abcf
Plaid Cymru	6 *	- -	- -	- -	- -	2 66%	- -	- -	- -	1 7%	- -	2 2%ab
BNP	5 *	- -	- -	- -	1 2%ab	- -	- -	- -	4 100%	- -	- -	- -
Other	3 *	- -	- -	- -	1 1%	- -	- -	- -	- -	2 16%	- -	* *

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k**

\* small base; \*\* very small base (under 30) ineligible for sig testing



## Voting Intentions Survey

### ONLINE Fieldwork : 12th - 14th November 2014

Absolutes/col percents

Table 6  
**Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4) - Weighted to Turnout values (Q2)**  
**Base: All respondents expressing a voting intention and saying 5-10 likely to vote**

	Region											
	Total	Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	1644	155	85	188	136	143	75	149	204	233	147	129
Weighted base	1258	125*	60*	143	114*	109*	62*	117*	154	151	120*	102*
Conservative	372 30%	13 10%	18 30%A	44 31%A	27 24%A	38 35%A	14 23%	37 32%A	46 30%A	58 39%ADF J	30 25%A	47 47%ACDFHJ
Labour	434 34%	29 23%	30 50%AGI JK	64 45%AGI J	48 42%AGI	37 34%	28 46%AGI	25 22%	65 42%AGI	41 27%	35 29%	31 31%
Lib Dem	99 8%	5 4%	4 6%	6 4%	13 12%	9 8%	2 3%	17 14%AC	13 8%	10 6%	14 12%	7 7%
UKIP	237 19%	6 5%	7 12%	23 16%A	25 22%A	22 20%A	6 9%	36 30%ABC FHK	24 16%A	36 24%AF	37 31%ABC FHK	15 15%A
Green	41 3%	9 7%	1 2%	6 4%	1 1%	2 2%	3 5%	3 2%	7 4%	6 4%	3 3%	1 1%
SNP	61 5%	61 49%BCDE FGHIJK	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	6 *	-	-	-	-	-	6 9%ABCD EGHIJK	-	-	-	-	-
BNP	5 *	2 1%	-	-	-	-	3 5%CDEG HI	-	-	-	1 1%	-
Other	3 *	1 1%	-	1 1%	-	1 1%	-	-	-	-	-	-

**Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 12th - 14th November 2014

Absolutes/col percents

Table 7

**Q.1 Do you agree or disagree with the following statements?****Ed Miliband did the right thing by giving money to the person begging in the street****Base: All respondents**

	Gender		Age							Social Class				Net: Eng- land & Wales	Region				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)		South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2000	971	1029	98	351	327	391	350	483	735	556	273	436	1824	530	521	494	279	176
Weighted base	2000	978	1022	240*	322	381	339	300	418	539	580	420	461	1829	509	527	505	288	171
Agree	760 38%	366 37%	393 38%	99 41%	136 42%h	147 39%	130 38%	109 36%	139 33%	203 38%	213 37%	153 36%	191 41%	686 38%	188 37%n	158 30%	214 42%n	127 44%n	73 43%n
Disagree	643 32%	372 38%b	270 26%	60 25%	69 22%	92 24%	114 34%de	128 43%cde f	179 43%cde f	182 34%	184 32%	140 33%	136 30%	588 32%	176 35%o	190 36%o	140 28%	82 28%	55 32%
Don't know	598 30%	239 24%	358 35%a	82 34%g	117 36%fgh	141 37%fgh	94 28%	63 21%	101 24%	154 28%	183 32%	126 30%	134 29%	554 30%	144 28%	179 34%	151 30%	80 28%	43 25%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 12th - 14th November 2014

Absolutes/col percents

Table 7

**Q.1 Do you agree or disagree with the following statements?****Ed Miliband did the right thing by giving money to the person begging in the street****Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	2000	490	490	126	351	96	67	7	6	11	314	607	429	358
Weighted base	2000	444	522	125*	350	88*	64*	8**	7**	11**	328	556	446	350
Agree	760 38%	126 28%	311 60%acde	44 35%	88 25%	40 45%ad	35 55%acd	4 48%	4 50%	6 51%	82 25%	141 25%	264 59%ijl	141 40%j
Disagree	643 32%	201 45%bcef	107 20%	34 27%	177 50%bcef	18 20%	17 27%	3 44%	4 50%	1 7%	72 22%	278 50%kl	85 19%	105 30%k
Don't know	598 30%	117 26%b	105 20%	47 38%abdf	86 24%	30 34%b	11 18%	1 7%	-	5 42%	174 53%	137 25%	97 22%	105 30%k

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 12th - 14th November 2014

Absolutes/col percents

Table 7

**Q.1 Do you agree or disagree with the following statements?****Ed Miliband did the right thing by giving money to the person begging in the street****Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser -vative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Plaid Cymru (e)	UKIP (f)	Green (g)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2000	510	526	149	67	9	178	62	7	35	47	410
Weighted base	2000	449	543	153*	61*	8**	193	65*	8**	33**	48*	438
Agree	760 38%	121 27%	304 56%acfjk	64 42%afk	32 52%afjk	5 57%	48 25%	31 48%afjk	4 41%	14 43%	11 24%	126 29%
Disagree	643 32%	218 49%bcdgk	125 23%	42 27%	20 32%	2 18%	101 52%bcdgk	13 20%	4 52%	6 18%	18 37%k	95 22%
Don't know	598 30%	111 25%	114 21%	47 31%b	10 16%	2 24%	45 23%	21 32%	1 7%	13 40%	19 39%bd	216 49%abcd g

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 12th - 14th November 2014**

Absolutes/col percents

Table 7

**Q.1 Do you agree or disagree with the following statements?****Ed Miliband did the right thing by giving money to the person begging in the street****Base: All respondents**

	Region											
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2000	176	97	227	170	179	98	184	249	281	181	158
Weighted base	2000	171	91*	237	177	184	106*	187	253	255	183	156
Agree	760 38%	73 43%GK	36 39%	103 44%GIK	75 42%GK	60 33%	56 53%EGI K	53 28%	103 41%GK	85 33%	70 39%	45 29%
Disagree	643 32%	55 32%	27 30%	64 27%	48 27%	62 34%	25 24%	64 34%	76 30%	100 39%CDF	57 31%	64 41%CDF
Don't know	598 30%	43 25%	28 31%	69 29%	54 30%	62 33%	24 23%	70 38%AF	74 29%	70 28%	56 30%	47 30%

**Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 12th - 14th November 2014

Absolutes/col percents

Table 8

**Q.1 Do you agree or disagree with the following statements?****Ed Miliband did the wrong thing by giving money to the person begging in the street****Base: All respondents**

	Gender		Age						Social Class				Region						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Net: Eng-land & Wales	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)
Unweighted base	2000	971	1029	98	351	327	391	350	483	735	556	273	436	1824	530	521	494	279	176
Weighted base	2000	978	1022	240*	322	381	339	300	418	539	580	420	461	1829	509	527	505	288	171
Agree	586 29%	344 35% <sup>b</sup>	241 24%	52 22%	61 19%	80 21%	96 28% <sup>de</sup>	121 40% <sup>cde</sup>	175 42% <sup>cde</sup>	175 32% <sup>l</sup>	165 29%	126 30%	120 26%	545 30%	162 32%	175 33%	135 27%	73 25%	41 24%
Disagree	832 42%	403 41%	428 42%	104 43%	153 47% <sup>h</sup>	168 44% <sup>h</sup>	145 43% <sup>h</sup>	117 39%	144 35%	219 41%	245 42%	160 38%	207 45%	744 41%	210 41% <sup>n</sup>	174 33%	221 44% <sup>n</sup>	138 48% <sup>n</sup>	88 51% <sup>n</sup>
Don't know	582 29%	230 24%	352 34% <sup>a</sup>	84 35% <sup>gh</sup>	109 34% <sup>gh</sup>	132 35% <sup>gh</sup>	98 29% <sup>g</sup>	61 20%	99 24%	145 27%	169 29%	134 32%	134 29%	540 30%	137 27%	177 34% <sup>m</sup>	149 29%	77 27%	42 25%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 12th - 14th November 2014

Absolutes/col percents

Table 8

**Q.1 Do you agree or disagree with the following statements?**

**Ed Miliband did the wrong thing by giving money to the person begging in the street**

**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	2000	490	490	126	351	96	67	7	6	11	314	607	429	358
Weighted base	2000	444	522	125*	350	88*	64*	8**	7**	11**	328	556	446	350
Agree	586 29%	193 43%bef	91 17%	41 33%be	159 45%bef	9 10%	15 24%	1 18%	4 50%	1 7%	63 19%	255 46%kl	85 19%	108 31%k
Disagree	832 42%	137 31%	326 62%acd	40 32%	103 29%	52 59%acd	37 57%acd	6 75%	4 50%	6 51%	99 30%	158 28%	270 61%jl	146 42%j
Don't know	582 29%	115 26%	105 20%	44 35%b	88 25%	28 31%b	12 18%	1 7%	-	5 42%	166 51%	143 26%	91 20%	95 27%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 12th - 14th November 2014**

Absolutes/col percents

Table 8

**Q.1 Do you agree or disagree with the following statements?****Ed Miliband did the wrong thing by giving money to the person begging in the street****Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser -vative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Plaid Cymru (e)	UKIP (f)	Green (g)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2000	510	526	149	67	9	178	62	7	35	47	410
Weighted base	2000	449	543	153*	61*	8**	193	65*	8**	33**	48*	438
Agree	586 29%	210 47%bcdgjk	107 20%	52 34%bgk	14 23%	3 33%	88 45%bdgk	7 12%	4 52%	6 18%	13 27%	82 19%
Disagree	832 42%	128 28%	320 59%acfjk	59 39%	37 60%acfk	4 43%	61 32%	36 56%afk	4 41%	14 43%	18 38%	152 35%
Don't know	582 29%	112 25%	116 21%	43 28%	10 17%	2 24%	44 23%	21 33%	1 7%	13 40%	17 35%	204 47%abcd

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**



**Voting Intentions Survey**  
**ONLINE Fieldwork : 12th - 14th November 2014**

Absolutes/col percents

Table 8

**Q.1 Do you agree or disagree with the following statements?****Ed Miliband did the wrong thing by giving money to the person begging in the street****Base: All respondents**

	Region											
	Total	Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2000	176	97	227	170	179	98	184	249	281	181	158
Weighted base	2000	171	91*	237	177	184	106*	187	253	255	183	156
Agree	586 29%	41 24%	26 29%	59 25%	50 28%	59 32%	22 21%	62 33%	78 31%	83 33%	51 28%	54 35%F
Disagree	832 42%	88 51%EGI K	37 41%	111 47%GK	73 41%	70 38%	59 56%EGI K	56 30%	111 44%GK	100 39%	79 43%G	48 31%
Don't know	582 29%	42 25%	28 30%	67 28%	54 31%	56 30%	25 24%	69 37%AH	64 25%	73 28%	52 29%	53 34%

**Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 12th - 14th November 2014

Absolutes/col percents

Table 9  
**Q.1 Do you agree or disagree with the following statements?**  
**I can imagine Ed Miliband as Prime Minister**  
**Base: All respondents**

	Gender		Age						Social Class				Net: Eng- land & Wales	Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)		DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2000	971	1029	98	351	327	391	350	483	735	556	273	436	1824	530	521	494	279	176
Weighted base	2000	978	1022	240*	322	381	339	300	418	539	580	420	461	1829	509	527	505	288	171
Agree	405 20%	210 21%	196 19%	65 27%	68 21%	70 18%	73 22%	55 18%	75 18%	111 21%	123 21%	78 18%	94 20%	388 21%	110 22%q	100 19%q	115 23%q	63 22%q	17 10%
Disagree	1181 59%	628 64%b	554 54%	94 39%	173 54%c	230 60%c	191 56%c	207 69%cde f	286 68%cde f	351 65%kl	344 59%	238 57%	249 54%	1066 58%	308 60%o	322 61%o	262 52%	174 60%	116 67%o
Don't know	413 21%	140 14%	273 27%a	81 34%efg h	81 25%gh	81 21%gh	74 22%gh	38 13%	57 14%	77 14%	113 19%i	104 25%i	119 26%ij	375 20%	91 18%	105 20%	128 25%m	51 18%	38 22%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r

\* small base; \*\* very small base (under 30) ineligible for sig testing

**Voting Intentions Survey**  
**ONLINE Fieldwork : 12th - 14th November 2014**

Absolutes/col percents

Table 9

Q.1 Do you agree or disagree with the following statements?

I can imagine Ed Miliband as Prime Minister

Base: All respondents

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	2000	490	490	126	351	96	67	7	6	11	314	607	429	358
Weighted base	2000	444	522	125*	350	88*	64*	8**	7**	11**	328	556	446	350
Agree	405 20%	32 7%	261 50%acdef	30 24%adf	23 7%	19 21%adf	2 3%	1 18%	-	6 53%	23 7%	39 7%	198 44%jl	85 24%j
Disagree	1181 59%	384 86%bcde	128 25%	72 57%b	277 79%bce	54 62%b	58 91%bce	4 52%	7 100%	5 44%	156 48%	474 85%kl	141 32%	209 60%k
Don't know	413 21%	28 6%	134 26%adf	24 19%a	50 14%a	15 17%a	4 6%	2 31%	-	* 3%	148 45%	43 8%	107 24%jl	56 16%j

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 12th - 14th November 2014

Absolutes/col percents

Table 9

**Q.1 Do you agree or disagree with the following statements?**

**I can imagine Ed Miliband as Prime Minister**

**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser -vative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Plaid Cymru (e)	UKIP (f)	Green (g)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2000	510	526	149	67	9	178	62	7	35	47	410
Weighted base	2000	449	543	153*	61*	8**	193	65*	8**	33**	48*	438
Agree	405 20%	22 5%	241 44%acdfgjk	43 28%adfjk	3 5%	2 25%	11 6%	18 28%adfk	2 21%	6 17%	5 10%	53 12%a
Disagree	1181 59%	401 89%bcfgjk	170 31%	83 54%b	54 87%bcgjk	5 57%	147 76%bcgjk	38 59%b	7 79%	21 63%	26 55%b	230 52%b
Don't know	413 21%	26 6%	132 24%ad	28 18%a	5 8%	2 18%	34 18%a	9 14%	-	6 19%	16 35%adfg	155 35%abcd g

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 12th - 14th November 2014**

Absolutes/col percents

Table 9

Q.1 Do you agree or disagree with the following statements?

I can imagine Ed Miliband as Prime Minister

Base: All respondents

	Region											
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2000	176	97	227	170	179	98	184	249	281	181	158
Weighted base	2000	171	91*	237	177	184	106*	187	253	255	183	156
Agree	405 20%	17 10%	18 20%	51 22%A	46 26%AG	43 23%A	26 25%A	28 15%	65 26%AG	45 18%	37 20%A	29 19%
Disagree	1181 59%	116 67%BC	45 50%	118 50%	99 56%	114 62%C	59 56%	112 60%	148 59%	160 62%C	114 63%C	96 62%
Don't know	413 21%	38 22%	27 30%EHJ	67 28%EHJ	33 19%	27 15%	20 19%	47 25%EH	40 16%	51 20%	31 17%	31 20%

**Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L**

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Voting Intentions Survey

### ONLINE Fieldwork : 12th - 14th November 2014

Absolutes/col percents

Table 10

**Q.1 Do you agree or disagree with the following statements?****The fact that David Cameron went to Eton makes it harder for him to be a good prime minister for the whole country****Base: All respondents**

	Gender		Age						Social Class				Net: Eng- land & Wales	Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)		DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2000	971	1029	98	351	327	391	350	483	735	556	273	436	1824	530	521	494	279	176
Weighted base	2000	978	1022	240*	322	381	339	300	418	539	580	420	461	1829	509	527	505	288	171
Agree	750 37%	391 40%	359 35%	111 46% <sup>d</sup>	103 32%	136 36%	141 42% <sup>d</sup>	109 36%	149 36%	198 37%	189 33%	160 38%	203 44% <sup>ij</sup>	668 37%	175 34%	164 31%	208 41% <sup>n</sup>	122 42% <sup>n</sup>	82 48% <sup>mn</sup>
Disagree	808 40%	424 43% <sup>b</sup>	384 38%	51 21%	128 40% <sup>c</sup>	152 40% <sup>c</sup>	135 40% <sup>c</sup>	137 46% <sup>c</sup>	205 49% <sup>cde</sup>	239 44% <sup>kl</sup>	274 47% <sup>kl</sup>	145 35%	150 33%	745 41%	218 43%	237 45% <sup>o</sup>	181 36%	108 37%	64 37%
Don't know	442 22%	163 17%	279 27% <sup>a</sup>	79 33% <sup>fgh</sup>	91 28% <sup>fgh</sup>	92 24% <sup>h</sup>	63 19%	53 18%	63 15%	102 19%	117 20%	115 27% <sup>ij</sup>	108 23%	416 23%	115 23%	126 24% <sup>q</sup>	116 23%	59 20%	26 15%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 12th - 14th November 2014

Absolutes/col percents

Table 10

**Q.1 Do you agree or disagree with the following statements?****The fact that David Cameron went to Eton makes it harder for him to be a good prime minister for the whole country****Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	2000	490	490	126	351	96	67	7	6	11	314	607	429	358
Weighted base	2000	444	522	125*	350	88*	64*	8**	7**	11**	328	556	446	350
Agree	750 37%	65 15%	299 57%acd	51 41%a	139 40%a	51 58%acd	39 61%acd	6 78%	1 19%	4 32%	76 23%	111 20%	250 56%jl	166 48%j
Disagree	808 40%	322 72%bcdef	137 26%	44 35%	142 41%b	25 28%	21 33%	2 22%	6 81%	* 3%	104 32%	368 66%kl	116 26%	112 32%
Don't know	442 22%	57 13%	86 16%	31 24%af	69 20%af	12 14%	4 6%	- -	- -	7 65%	147 45%	78 14%	80 18%	71 20%j

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 12th - 14th November 2014**

Absolutes/col percents

Table 10

**Q.1 Do you agree or disagree with the following statements?****The fact that David Cameron went to Eton makes it harder for him to be a good prime minister for the whole country****Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser -vative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Plaid Cymru (e)	UKIP (f)	Green (g)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2000	510	526	149	67	9	178	62	7	35	47	410
Weighted base	2000	449	543	153*	61*	8**	193	65*	8**	33**	48*	438
Agree	750 37%	74 17%	303 56%acfjk	59 39%aj	34 56%afjk	3 33%	71 37%a	41 64%acfjk	2 26%	17 51%	9 19%	135 31%a
Disagree	808 40%	322 72%bcdfgjk	149 27%	58 38%b	21 35%	3 37%	75 39%b	17 26%	6 67%	8 25%	22 46%bk	127 29%
Don't know	442 22%	53 12%	90 17%	36 23%a	6 9%	3 31%	47 24%ad	7 11%	1 7%	8 24%	17 35%abdg	175 40%abcd g

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**



**Voting Intentions Survey**  
**ONLINE Fieldwork : 12th - 14th November 2014**

Absolutes/col percents

Table 10

**Q.1 Do you agree or disagree with the following statements?****The fact that David Cameron went to Eton makes it harder for him to be a good prime minister for the whole country****Base: All respondents**

	Region											
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2000	176	97	227	170	179	98	184	249	281	181	158
Weighted base	2000	171	91*	237	177	184	106*	187	253	255	183	156
Agree	750 37%	82 48% K	34 38% EGL	90 38%	84 47% K	54 29% EGL	49 46% EGL	57 31%	92 36%	83 32%	73 40%	52 34%
Disagree	808 40%	64 37%	34 38%	92 39%	55 31%	86 47% D	37 35%	77 41%	102 40%	116 45% D	71 39%	74 48% D
Don't know	442 22%	26 15%	22 25%	56 23%	38 22%	44 24%	20 19%	53 28% A	59 23%	56 22%	38 21%	29 19%

**Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 12th - 14th November 2014

Absolutes/col percents

Table 11  
**Q.1 Do you agree or disagree with the following statements?**  
**I trust David Cameron to stand up for working people**  
**Base: All respondents**

	Gender		Age						Social Class				Region						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Net: Eng- land & Wales	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2000	971	1029	98	351	327	391	350	483	735	556	273	436	1824	530	521	494	279	176
Weighted base	2000	978	1022	240*	322	381	339	300	418	539	580	420	461	1829	509	527	505	288	171
Agree	438 22%	225 23%	213 21%	42 18%	57 18%	72 19%	63 19%	70 23%	133 32% cde fg	145 27% kl	149 26% kl	76 18%	68 15%	416 23%	116 23% q	137 26% q	106 21% q	58 20%	22 13%
Disagree	1172 59%	612 63% b	560 55%	132 55%	189 59%	211 56%	224 66% eh	188 63% h	228 55%	283 53%	328 57%	262 63% i	298 65% ij	1043 57%	294 58%	268 51%	297 59% n	184 64% n	129 75% mnop
Don't know	390 19%	141 14%	249 24% a	66 27% fgh	76 24% fgh	97 25% fgh	52 15%	42 14%	57 14%	111 21%	102 18%	82 20%	95 21%	369 20%	99 19%	122 23% pq	102 20% q	46 16%	21 12%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 12th - 14th November 2014

Absolutes/col percents

Table 11  
**Q.1 Do you agree or disagree with the following statements?**  
**I trust David Cameron to stand up for working people**  
**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	2000	490	490	126	351	96	67	7	6	11	314	607	429	358
Weighted base	2000	444	522	125*	350	88*	64*	8**	7**	11**	328	556	446	350
Agree	438 22%	284 64%bcdef	20 4%	29 23%bef	58 16%bf	8 9%	2 3%	-	3 38%	4 38%	21 7%	280 50%kl	32 7%	50 14%k
Disagree	1172 59%	71 16%	446 85%acd	71 57%a	243 70%ac	76 86%acd	61 96%acd	6 81%	4 62%	5 47%	158 48%	163 29%	367 82%jl	251 72%j
Don't know	390 19%	89 20%bef	56 11%f	25 20%bef	49 14%ef	4 5%	1 1%	1 19%	-	2 14%	148 45%	114 20%kl	47 10%	50 14%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 12th - 14th November 2014

Absolutes/col percents

Table 11  
**Q.1 Do you agree or disagree with the following statements?**  
**I trust David Cameron to stand up for working people**  
**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser -vative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Plaid Cymru (e)	UKIP (f)	Green (g)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2000	510	526	149	67	9	178	62	7	35	47	410
Weighted base	2000	449	543	153*	61*	8**	193	65*	8**	33**	48*	438
Agree	438 22%	283 63%bcdfgjk	24 4%	38 25%bdfgk	1 1%	2 27%	22 11%bd	6 9%	3 31%	2 6%	8 16%bd	50 11%bd
Disagree	1172 59%	90 20%	464 85%acfjk	90 59%a	59 97%abcfjk	4 49%	146 76%acjk	58 89%acjk	6 69%	22 65%	22 47%a	211 48%a
Don't know	390 19%	77 17%bdg	55 10%	25 16%dg	1 2%	2 24%	25 13%d	1 2%	-	10 29%	17 37%abcdfg	177 40%abcdfg

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 12th - 14th November 2014**

Absolutes/col percents

Table 11  
**Q.1 Do you agree or disagree with the following statements?**  
**I trust David Cameron to stand up for working people**  
**Base: All respondents**

	Region											
	Total	Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2000	176	97	227	170	179	98	184	249	281	181	158
Weighted base	2000	171	91*	237	177	184	106*	187	253	255	183	156
Agree	438 22%	22 13%	22 24%A	45 19%	39 22%	47 25%A	16 15%	46 25%A	56 22%A	60 23%A	42 23%A	44 28%AF
Disagree	1172 59%	129 75%BCD EGHIJK	49 53%	140 59%	108 61%G	95 52%	74 70%EGK	90 48%	144 57%	150 59%	111 61%G	83 53%
Don't know	390 19%	21 12%	21 23%	52 22%A	30 17%	42 23%A	16 16%	51 27%AJ	52 21%	46 18%	30 16%	29 18%

**Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 12th - 14th November 2014

Absolutes/col percents

Table 12  
**Q.1 Do you agree or disagree with the following statements?**  
**I trust Ed Miliband to stand up for working people**  
**Base: All respondents**

	Gender		Age							Social Class				Net: Eng- land & Wales	Region				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)		South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2000	971	1029	98	351	327	391	350	483	735	556	273	436	1824	530	521	494	279	176
Weighted base	2000	978	1022	240*	322	381	339	300	418	539	580	420	461	1829	509	527	505	288	171
Agree	587 29%	289 30%	298 29%	70 29%	91 28%	104 27%	112 33%	89 30%	120 29%	154 29%	175 30%	120 29%	137 30%	548 30%	144 28%	139 26%	178 35% <sup>mnq</sup>	87 30%	39 23%
Disagree	935 47%	509 52% <sup>b</sup>	426 42%	89 37%	138 43%	170 45%	155 46%	156 52% <sup>cd</sup>	227 54% <sup>cde</sup>	267 50%	276 48%	184 44%	208 45%	837 46%	257 50% <sup>o</sup>	255 48% <sup>o</sup>	189 37%	136 47% <sup>o</sup>	99 58% <sup>o</sup>
Don't know	478 24%	179 18%	298 29% <sup>a</sup>	81 34% <sup>fgh</sup>	93 29% <sup>fgh</sup>	106 28% <sup>gh</sup>	72 21%	55 18%	71 17%	118 22%	129 22%	115 27%	115 25%	444 24%	108 21%	133 25%	138 27%	65 23%	34 20%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Voting Intentions Survey

### ONLINE Fieldwork : 12th - 14th November 2014

Absolutes/col percents

Table 12  
**Q.1 Do you agree or disagree with the following statements?**  
**I trust Ed Miliband to stand up for working people**  
**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	2000	490	490	126	351	96	67	7	6	11	314	607	429	358
Weighted base	2000	444	522	125*	350	88*	64*	8**	7**	11**	328	556	446	350
Agree	587 29%	67 15%	356 68%acdef	48 38%adef	42 12%	19 22%d	5 8%	3 38%	1 18%	1 11%	40 12%	73 13%	269 60%jl	123 35%j
Disagree	935 47%	305 69%bc	60 11%	47 38%b	235 67%bc	51 58%bc	56 88%abcde	5 62%	5 72%	4 37%	126 38%	395 71%kl	84 19%	149 43%k
Don't know	478 24%	72 16%f	107 20%f	30 24%f	73 21%f	18 20%f	3 4%	-	1 10%	6 53%	161 49%	87 16%	94 21%	78 22%j

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 12th - 14th November 2014**

Absolutes/col percents

Table 12

**Q.1 Do you agree or disagree with the following statements?**

**I trust Ed Miliband to stand up for working people**

**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser -vative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Plaid Cymru (e)	UKIP (f)	Green (g)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2000	510	526	149	67	9	178	62	7	35	47	410
Weighted base	2000	449	543	153*	61*	8**	193	65*	8**	33**	48*	438
Agree	587 29%	54 12%	334 62%acdfgjk	62 40%adfjk	7 12%	2 19%	21 11%	17 27%af	3 36%	4 13%	9 19%	73 17%
Disagree	935 47%	338 75%bcfjk	104 19%	53 34%b	48 78%bcjk	5 58%	120 62%bcjk	41 63%bcjk	4 49%	19 57%	16 33%	188 43%b
Don't know	478 24%	56 13%	105 19%a	39 25%ad	6 10%	2 23%	52 27%adg	7 10%	1 15%	10 31%	23 48%abcdfg	176 40%abcd g

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**



**Voting Intentions Survey**  
**ONLINE Fieldwork : 12th - 14th November 2014**

Absolutes/col percents

Table 12

Q.1 Do you agree or disagree with the following statements?

I trust Ed Miliband to stand up for working people

Base: All respondents

	Region											
	Total	Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2000	176	97	227	170	179	98	184	249	281	181	158
Weighted base	2000	171	91*	237	177	184	106*	187	253	255	183	156
Agree	587 29%	39 23%	31 34%	80 34%AI	67 38%AIK	49 26%	39 37%AI	50 27%	83 33%	61 24%	48 26%	40 26%
Disagree	935 47%	99 58%BCD G	33 36%	86 36%	70 39%	98 53%BCD	51 48%	78 42%	117 46%	140 55%BCD G	85 46%	79 51%C
Don't know	478 24%	34 20%	27 30%F	71 30%F	40 23%	38 20%	15 15%	58 31%AEF I	54 21%	54 21%	50 27%F	37 24%

**Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 12th - 14th November 2014

Absolutes/col percents

Table 13

**Q.1 Do you agree or disagree with the following statements?****David Cameron will make deep cuts to public services including the NHS and schools if he is Prime Minister after the next General Election****Base: All respondents**

	Gender		Age						Social Class				Net: Eng- land & Wales	Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)		DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2000	971	1029	98	351	327	391	350	483	735	556	273	436	1824	530	521	494	279	176
Weighted base	2000	978	1022	240*	322	381	339	300	418	539	580	420	461	1829	509	527	505	288	171
Agree	999 50%	512 52%	486 48%	106 44%	158 49%	179 47%	189 56%e	162 54%	205 49%	260 48%	285 49%	212 50%	242 52%	897 49%	239 47%	231 44%	273 54%n	153 53%n	102 60%mn
Disagree	395 20%	232 24%b	163 16%	26 11%	57 18%	74 20%	60 18%	66 22%c	111 27%cde	135 25%kl	119 21%	64 15%	76 17%	372 20%	111 22%q	114 22%q	86 17%	61 21%	22 13%
Don't know	607 30%	233 24%	373 37%a	109 45%fgh	107 33%gh	128 34%gh	89 26%	72 24%	102 24%	144 27%	176 30%	143 34%	143 31%	560 31%	158 31%	181 34%p	147 29%	74 26%	47 27%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 12th - 14th November 2014

Absolutes/col percents

Table 13

**Q.1 Do you agree or disagree with the following statements?****David Cameron will make deep cuts to public services including the NHS and schools if he is Prime Minister after the next General Election****Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	2000	490	490	126	351	96	67	7	6	11	314	607	429	358
Weighted base	2000	444	522	125*	350	88*	64*	8**	7**	11**	328	556	446	350
Agree	999 50%	99 22%	389 74%acd	64 51%a	206 59%a	63 72%ac	49 76%acd	3 45%	5 72%	4 32%	100 31%	163 29%	339 76%jl	213 61%j
Disagree	395 20%	205 46%bcdef	46 9%	23 18%bef	68 20%bef	4 5%	3 5%	1 19%	1 18%	* 3%	38 12%	237 43%kl	40 9%	41 12%
Don't know	607 30%	140 31%bd	88 17%	39 31%b	76 22%	21 24%	12 19%	3 37%	1 10%	7 65%	189 58%	156 28%k	67 15%	96 28%k

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 12th - 14th November 2014**

Absolutes/col percents

Table 13

**Q.1 Do you agree or disagree with the following statements?****David Cameron will make deep cuts to public services including the NHS and schools if he is Prime Minister after the next General Election****Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser -vative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Plaid Cymru (e)	UKIP (f)	Green (g)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2000	510	526	149	67	9	178	62	7	35	47	410
Weighted base	2000	449	543	153*	61*	8**	193	65*	8**	33**	48*	438
Agree	999 50%	117 26%	393 72%acfjk	84 55%ajk	48 78%acfjk	4 43%	111 58%ajk	49 76%acfjk	4 49%	19 57%	15 32%	154 35%a
Disagree	395 20%	212 47%bcdfgjk	54 10%	25 16%	6 9%	3 33%	37 19%bk	6 9%	2 22%	4 11%	8 16%	41 9%
Don't know	607 30%	121 27%bd	95 18%	45 29%bd	8 12%	2 24%	45 23%	10 15%	2 29%	11 32%	25 53%abcdfg	243 56%abcd g

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 12th - 14th November 2014**

Absolutes/col percents

Table 13

**Q.1 Do you agree or disagree with the following statements?****David Cameron will make deep cuts to public services including the NHS and schools if he is Prime Minister after the next General Election****Base: All respondents**

	Region											
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2000	176	97	227	170	179	98	184	249	281	181	158
Weighted base	2000	171	91*	237	177	184	106*	187	253	255	183	156
Agree	999 50%	102 60% K	51 56% EHI	116 49%	106 60% IK	78 42% EGH	55 52%	88 47%	120 47%	119 47%	98 54%	66 42%
Disagree	395 20%	22 13%	17 18%	41 17%	28 16%	35 19%	29 27% A	37 20%	54 21%	57 22% A	33 18%	41 27% AD
Don't know	607 30%	47 27%	24 26%	80 34% F	43 24%	71 38% DF	22 20%	62 33%	80 32%	79 31%	52 29%	49 31%

**Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 12th - 14th November 2014

Absolutes/col percents

Table 14

**Q.1 Do you agree or disagree with the following statements?****Ed Miliband will make deep cuts to public services including the NHS and schools if he is Prime Minister after the next General Election****Base: All respondents**

	Gender		Age						Social Class				Region						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Net: Eng-land & Wales (m)	South East (n)	Mid-lands (o)	North Eng-land (p)	Wales & South West (q)	Scot-land (r)
Unweighted base	2000	971	1029	98	351	327	391	350	483	735	556	273	436	1824	530	521	494	279	176
Weighted base	2000	978	1022	240*	322	381	339	300	418	539	580	420	461	1829	509	527	505	288	171
Agree	489 24%	269 28% <sup>b</sup>	220 22%	40 17%	75 23%	73 19%	86 25%	82 27% <sup>ce</sup>	135 32% <sup>cde</sup>	135 25%	157 27%	90 22%	107 23%	437 24%	119 23%	125 24%	115 23%	78 27%	52 30%
Disagree	714 36%	400 41% <sup>b</sup>	314 31%	71 29%	104 32%	142 37%	130 38%	115 38%	153 37%	213 40% <sup>k</sup>	205 35%	130 31%	166 36%	668 37%	190 37% <sup>q</sup>	192 36%	176 35%	110 38%	47 27%
Don't know	796 40%	308 32%	488 48% <sup>a</sup>	130 54% <sup>fg</sup>	144 45% <sup>fg</sup>	166 44% <sup>gh</sup>	123 36%	103 34%	131 31%	191 35%	218 38%	199 47% <sup>ij</sup>	188 41%	724 40%	200 39%	210 40%	214 42%	100 35%	72 42%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 12th - 14th November 2014

Absolutes/col percents

Table 14

**Q.1 Do you agree or disagree with the following statements?****Ed Miliband will make deep cuts to public services including the NHS and schools if he is Prime Minister after the next General Election****Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	2000	490	490	126	351	96	67	7	6	11	314	607	429	358
Weighted base	2000	444	522	125*	350	88*	64*	8**	7**	11**	328	556	446	350
Agree	489 24%	146 33%be	47 9%	37 29%b	138 39%be	17 20%b	36 57%abcde	3 41%	6 90%	2 20%	41 12%	183 33%kl	65 15%	85 24%k
Disagree	714 36%	143 32%f	310 59%acdef	42 34%f	104 30%	27 30%	10 15%	2 28%	1 10%	2 15%	69 21%	177 32%	243 54%jl	133 38%
Don't know	796 40%	154 35%	166 32%	47 37%	109 31%	44 50%abdf	17 27%	2 31%	-	7 65%	218 66%	196 35%	138 31%	132 38%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 12th - 14th November 2014**

Absolutes/col percents

Table 14

**Q.1 Do you agree or disagree with the following statements?****Ed Miliband will make deep cuts to public services including the NHS and schools if he is Prime Minister after the next General Election****Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser -vative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Plaid Cymru (e)	UKIP (f)	Green (g)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2000	510	526	149	67	9	178	62	7	35	47	410
Weighted base	2000	449	543	153*	61*	8**	193	65*	8**	33**	48*	438
Agree	489 24%	166 37%bjk	64 12%	42 27%bk	33 54%abcgjk	2 25%	74 38%bjk	18 28%b	5 64%	5 16%	7 14%	73 17%
Disagree	714 36%	144 32%k	308 57%acdfgjk	55 36%k	13 21%	2 24%	55 28%	21 32%	3 36%	17 51%	11 22%	86 20%
Don't know	796 40%	139 31%	171 32%	57 37%	15 24%	4 50%	65 33%	26 40%	-	11 32%	30 63%abcdfg	279 64%abcd g

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**



**Voting Intentions Survey**  
**ONLINE Fieldwork : 12th - 14th November 2014**

Absolutes/col percents

Table 14

**Q.1 Do you agree or disagree with the following statements?****Ed Miliband will make deep cuts to public services including the NHS and schools if he is Prime Minister after the next General Election****Base: All respondents**

	Region											
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2000	176	97	227	170	179	98	184	249	281	181	158
Weighted base	2000	171	91*	237	177	184	106*	187	253	255	183	156
Agree	489 24%	52 30%	20 22%	48 20%	46 26%	45 24%	27 26%	39 21%	52 20%	67 26%	51 28%	40 26%
Disagree	714 36%	47 27%	33 36%	79 33%	64 36%	60 33%	43 41%	71 38%	95 38%	95 37%	66 36%	61 39%
Don't know	796 40%	72 42%	38 42%	109 46%	67 38%	79 43%	35 33%	76 41%	106 42%	94 37%	65 36%	55 35%

**Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 12th - 14th November 2014

Absolutes/col percents

Table 15  
**Q.2 Which of the following actors do you think would be best to play each Party leader in a film?**  
**DavidCameron**  
**Base: All respondents**

	Gender		Age						Social Class				Region						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Net: Eng-land & Wales	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)
Unweighted base	2000	971	1029	98	351	327	391	350	483	735	556	273	436	1824	530	521	494	279	176
Weighted base	2000	978	1022	240*	322	381	339	300	418	539	580	420	461	1829	509	527	505	288	171
Benedict Cumberbatch	150 7%	86 9%	64 6%	9 4%	20 6%	30 8%	31 9%	26 9%	34 8%	44 8%	43 7%	37 9%	25 5%	140 8%	40 8%	46 9%p	42 8%	11 4%	10 6%
Rowan Atkinson	109 5%	56 6%	54 5%	16 6%	17 5%	14 4%	20 6%	20 7%	22 5%	27 5%	23 4%	29 7%	32 7%	95 5%	34 7%	20 4%	23 5%	17 6%	15 9% <sup>n</sup>
Colin Firth	331 17%	163 17%	168 16%	22 9%	43 13%	67 18%	72 21% <sup>cd</sup>	46 15%	81 19% <sup>cd</sup>	94 18%	109 19% <sup>k</sup>	49 12%	78 17%	309 17%	104 20%	83 16%	82 16%	41 14%	22 13%
Daniel Craig	102 5%	54 6%	48 5%	18 8%	11 3%	21 5%	9 3%	18 6% <sup>f</sup>	25 6% <sup>f</sup>	31 6%	28 5%	28 7%	15 3%	96 5%	28 5%	27 5%	25 5%	17 6%	5 3%
Sean Bean	55 3%	30 3%	25 2%	8 3%	15 5% <sup>h</sup>	9 2%	7 2%	9 3%	7 2%	15 3%	14 2%	13 3%	12 3%	49 3%	12 2%	7 1%	21 4% <sup>n</sup>	9 3%	6 3%
Hugh Grant	366 18%	215 22% <sup>b</sup>	151 15%	30 13%	44 14%	84 22% <sup>d</sup>	75 22% <sup>d</sup>	64 21% <sup>d</sup>	68 16%	98 18%	92 16%	85 20%	91 20%	327 18%	81 16%	102 19%	88 17%	55 19%	39 23%
Alan Rickman	89 4%	53 5%	36 4%	25 10% <sup>efgh</sup>	21 7% <sup>fgh</sup>	15 4%	9 3%	7 2%	13 3%	26 5%	26 4%	19 4%	19 4%	80 4%	16 3%	15 3%	34 7% <sup>mn</sup>	14 5%	10 6%
Hugh Bonneville	220 11%	94 10%	125 12%	28 12%	34 11%	30 8%	33 10%	42 14% <sup>e</sup>	53 13% <sup>ee</sup>	75 14% <sup>kl</sup>	68 12%	35 8%	41 9%	199 11%	57 11%	53 10%	48 9%	42 14%	20 12%
None	579 29%	227 23%	352 34% <sup>a</sup>	84 35% <sup>g</sup>	118 37% <sup>fgh</sup>	111 29%	83 25%	69 23%	114 27%	129 24%	176 30% <sup>i</sup>	125 30%	149 32% <sup>i</sup>	533 29%	135 27%	173 33%	143 28%	82 28%	45 27%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Voting Intentions Survey

### ONLINE Fieldwork : 12th - 14th November 2014

Absolutes/col percents

Table 15  
**Q.2 Which of the following actors do you think would be best to play each Party leader in a film?**  
**David Cameron**  
**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	2000	490	490	126	351	96	67	7	6	11	314	607	429	358
Weighted base	2000	444	522	125*	350	88*	64*	8**	7**	11**	328	556	446	350
Benedict Cumberbatch	150 7%	44 10%	34 7%	4 3%	31 9%	11 13% <sup>c</sup>	4 7%	-	-	-	7 2%	60 11%	32 7%	26 7%
Rowan Atkinson	109 5%	6 1%	53 10% <sup>ac</sup>	3 2%	25 7% <sup>a</sup>	3 4%	4 6% <sup>a</sup>	-	-	1 11%	12 4%	18 3%	42 9% <sup>jl</sup>	10 3%
Colin Firth	331 17%	109 25% <sup>bdf</sup>	64 12%	26 21% <sup>b</sup>	55 16%	17 19%	5 8%	3 44%	4 54%	5 45%	37 11%	123 22% <sup>k</sup>	54 12%	61 18%
Daniel Craig	102 5%	43 10% <sup>bd</sup>	19 4%	8 7%	19 5%	3 3%	1 2%	-	1 9%	-	8 3%	47 8% <sup>k</sup>	17 4%	17 5%
Sean Bean	55 3%	12 3%	15 3%	6 5%	9 3%	4 4%	2 3%	-	-	1 6%	2 1%	13 2%	12 3%	13 4%
Hugh Grant	366 18%	85 19%	105 20%	25 20%	77 22% <sup>e</sup>	9 11%	17 27% <sup>e</sup>	3 38%	* 6%	1 8%	44 13%	102 18%	101 23%	70 20%
Alan Rickman	89 4%	2 *	34 7% <sup>a</sup>	6 5% <sup>a</sup>	15 4% <sup>a</sup>	9 10% <sup>a</sup>	7 11% <sup>a</sup>	-	-	-	15 4%	8 1%	22 5% <sup>j</sup>	14 4% <sup>j</sup>
Hugh Bonneville	220 11%	69 16%	56 11%	12 10%	37 11%	8 9%	8 12%	-	-	1 11%	28 9%	74 13%	41 9%	51 15% <sup>k</sup>
None	579 29%	74 17%	143 27% <sup>a</sup>	34 27% <sup>a</sup>	83 24% <sup>a</sup>	24 28% <sup>a</sup>	15 24%	1 18%	2 31%	2 20%	175 53%	111 20%	124 28% <sup>j</sup>	89 25%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 12th - 14th November 2014

Absolutes/col percents

Table 15  
**Q.2 Which of the following actors do you think would be best to play each Party leader in a film?**  
**David Cameron**  
**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Plaid Cymru (e)	UKIP (f)	Green (g)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2000	510	526	149	67	9	178	62	7	35	47	410
Weighted base	2000	449	543	153*	61*	8**	193	65*	8**	33**	48*	438
Benedict Cumberbatch	150 7%	48 11%fk	43 8%	8 5%	5 8%	-	8 4%	8 13% <i>f</i>	-	1 4%	2 5%	26 6%
Rowan Atkinson	109 5%	6 1%	44 8%ack	2 1%	4 6%a	-	27 14%acjk	4 6%a	-	5 16%	* 1%	17 4%a
Colin Firth	331 17%	119 27%bdfgjk	70 13%	39 25%bdjk	5 8%	1 14%	29 15%	8 12%	4 45%	4 13%	3 7%	49 11%
Daniel Craig	102 5%	46 10%bfc	13 2%	10 6%	1 2%	2 18%	7 3%	1 1%	1 8%	3 8%	4 9%b	15 4%
Sean Bean	55 3%	11 3%	16 3%k	7 4%k	3 5%k	2 27%	5 3%	2 4%	2 21%	1 2%	2 3%	4 1%
Hugh Grant	366 18%	71 16%	126 23%ak	29 19%	14 24%	1 6%	41 21%	9 13%	* 5%	3 9%	9 20%	63 14%
Alan Rickman	89 4%	9 2%	32 6%a	9 6%	6 10%a	2 18%	8 4%	6 10%a	-	-	-	18 4%
Hugh Bonneville	220 11%	69 15%bk	53 10%	18 12%	6 10%	-	24 13%	8 12%	-	3 9%	4 9%	34 8%
None	579 29%	70 16%	145 27%a	32 21%	17 28%a	1 16%	45 23%	19 29%a	2 22%	13 40%	22 46%abcf	212 48%abcd g

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 12th - 14th November 2014**

Absolutes/col percents

Table 15  
**Q.2 Which of the following actors do you think would be best to play each Party leader in a film?**  
**David Cameron**  
**Base: All respondents**

	Region											
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2000	176	97	227	170	179	98	184	249	281	181	158
Weighted base	2000	171	91*	237	177	184	106*	187	253	255	183	156
Benedict Cumberbatch	150 7%	10 6%	7 8%	18 8%	17 10%	17 9%	4 4%	10 5%	20 8%	20 8%	7 4%	19 12%J
Rowan Atkinson	109 5%	15 9%	9 10%	8 3%	6 4%	7 4%	5 5%	9 5%	14 6%	20 8%	12 7%	5 3%
Colin Firth	331 17%	22 13%	17 19%	42 18%	22 12%	30 16%	16 16%	35 19%	51 20%	53 21%K	24 13%	18 11%
Daniel Craig	102 5%	5 3%	2 2%	14 6%G	9 5%	16 9%G	5 4%	2 1%	19 7%G	9 4%	12 7%G	9 6%
Sean Bean	55 3%	6 3%	3 3%	9 4%	9 5%G	2 1%	4 4%	1 1%	5 2%	7 3%	5 3%	3 2%
Hugh Grant	366 18%	39 23%H	13 14%	39 16%	37 21%	27 15%	17 16%	36 20%	34 13%	48 19%	38 21%	38 25%H
Alan Rickman	89 4%	10 6%	8 9%EI	17 7%I	9 5%	4 2%	7 6%	6 3%	12 5%	5 2%	7 4%	4 3%
Hugh Bonneville	220 11%	20 12%	8 8%	21 9%	19 11%	20 11%	9 9%	22 12%	30 12%	27 10%	32 18%CK	11 7%
None	579 29%	45 27%	24 27%	69 29%	49 28%	61 33%	38 36%	65 35%	68 27%	68 26%	44 24%	48 31%

**Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 12th - 14th November 2014

Absolutes/col percents

Table 16  
**Q.2 Which of the following actors do you think would be best to play each Party leader in a film?**  
**Nigel Farage**  
**Base: All respondents**

	Gender			Age						Social Class				Net: Eng- land & Wales	Region				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)		South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2000	971	1029	98	351	327	391	350	483	735	556	273	436	1824	530	521	494	279	176
Weighted base	2000	978	1022	240*	322	381	339	300	418	539	580	420	461	1829	509	527	505	288	171
Benedict Cumberbatch	96 5%	54 6%	42 4%	8 4%	16 5%	17 5%	19 6%	12 4%	23 6%	23 4%	27 5%	18 4%	28 6%	83 5%	32 6%o	20 4%	14 3%	18 6%	12 7%o
Rowan Atkinson	429 21%	209 21%	220 22%	46 19%	65 20%	71 19%	78 23%	68 23%	100 24%	124 23%	137 24%	80 19%	89 19%	385 21%	104 21%	108 20%	103 20%	70 24%	44 26%
Colin Firth	75 4%	48 5%b	28 3%	6 3%	5 2%	17 4%	22 6%dh	13 4%	12 3%	19 4%	18 3%	21 5%	17 4%	71 4%	18 4%	23 4%	23 4%	7 3%	4 2%
Daniel Craig	72 4%	35 4%	36 4%	6 2%	4 1%	14 4%	11 3%	14 5%d	24 6%d	22 4%	17 3%	11 3%	22 5%	66 4%	19 4%	19 4%	16 3%	11 4%	6 4%
Sean Bean	165 8%	93 10%	72 7%	14 6%	23 7%	21 5%	34 10%e	33 11%e	40 10%	43 8%	39 7%	44 11%	40 9%	152 8%	43 8%	36 7%	49 10%	24 8%	13 8%
Hugh Grant	98 5%	45 5%	54 5%	16 7%	12 4%	14 4%	16 5%	17 6%	23 5%	31 6%	22 4%	23 6%	23 5%	97 5%	29 6%q	31 6%q	24 5%	13 5%	1 1%
Alan Rickman	263 13%	156 16%b	107 10%	18 7%	37 12%	75 20%cdf	39 11%	46 15%	49 12%	83 15%	83 14%	43 10%	54 12%	249 14%	78 15%	74 14%	67 13%	30 10%	14 8%
Hugh Bonneville	91 5%	46 5%	45 4%	17 7%	9 3%	18 5%	19 6%	12 4%	16 4%	28 5%	27 5%	22 5%	14 3%	75 4%	23 5%	13 2%	26 5%	13 5%	16 9%n
None	710 35%	291 30%	419 41%a	109 45%fgh	150 47%efg	134 35%	100 30%	85 28%	131 31%	167 31%	210 36%	158 38%	175 38%i	649 35%	161 32%	203 39%	183 36%	102 35%	61 35%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Voting Intentions Survey

### ONLINE Fieldwork : 12th - 14th November 2014

Absolutes/col percents

Table 16  
**Q.2 Which of the following actors do you think would be best to play each Party leader in a film?**  
**Nigel Farage**  
**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	2000	490	490	126	351	96	67	7	6	11	314	607	429	358
Weighted base	2000	444	522	125*	350	88*	64*	8**	7**	11**	328	556	446	350
Benedict Cumberbatch	96 5%	21 5%	17 3%	6 5%	28 8%b	2 2%	5 8%	-	3 44%	-	9 3%	37 7%k	14 3%	12 3%
Rowan Atkinson	429 21%	115 26%d	143 27%d	26 21%d	32 9%	26 30%d	24 38%d	5 64%	1 9%	2 16%	50 15%	116 21%	97 22%	103 29%jk
Colin Firth	75 4%	16 4%	23 4%	6 5%	23 7%	2 2%	1 2%	-	-	* 3%	3 1%	26 5%	21 5%	8 2%
Daniel Craig	72 4%	9 2%	15 3%	8 6%ae	29 8%abe	-	1 2%	-	-	1 11%	8 2%	22 4%	17 4%	11 3%
Sean Bean	165 8%	42 9%	43 8%	6 5%	48 14%bc	5 6%	3 5%	-	-	-	14 4%	50 9%	43 10%	24 7%
Hugh Grant	98 5%	29 7%b	16 3%	8 7%	30 8%b	3 3%	1 1%	-	-	1 11%	13 4%	37 7%k	15 3%	14 4%
Alan Rickman	263 13%	77 17%	64 12%	16 13%	44 13%	19 22%bf	4 6%	-	1 10%	5 43%	24 7%	87 16%	67 15%	52 15%
Hugh Bonneville	91 5%	27 6%	33 6%	6 5%	13 4%	3 4%	2 3%	-	-	-	5 2%	33 6%	28 6%	16 5%
None	710 35%	108 24%	169 32%a	43 35%	103 29%	28 32%	22 35%	3 36%	3 37%	2 16%	201 61%	147 26%	144 32%	111 32%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 12th - 14th November 2014

Absolutes/col percents

Table 16  
**Q.2 Which of the following actors do you think would be best to play each Party leader in a film?**  
**Nigel Farage**  
**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Plaid Cymru (e)	UKIP (f)	Green (g)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2000	510	526	149	67	9	178	62	7	35	47	410
Weighted base	2000	449	543	153*	61*	8**	193	65*	8**	33**	48*	438
Benedict Cumberbatch	96 5%	26 6%	16 3%	4 3%	6 9%bk	- -	19 10%bck	5 8%	5 57%	- -	2 5%	13 3%
Rowan Atkinson	429 21%	107 24%fk	149 27%fjk	36 23%f	19 31%fjk	3 38%	17 9%	15 23%f	1 8%	8 24%	5 11%	70 16%
Colin Firth	75 4%	18 4%k	25 5%k	8 5%k	1 2%	2 18%	14 7%k	- -	- -	2 7%	- -	5 1%
Daniel Craig	72 4%	15 3%	14 3%	9 6%	1 1%	- -	16 9%abk	- -	- -	1 4%	1 2%	14 3%
Sean Bean	165 8%	40 9%	52 10%	9 6%	3 5%	1 13%	23 12%	4 7%	- -	1 2%	5 10%	27 6%
Hugh Grant	98 5%	35 8%bk	17 3%	9 6%	1 1%	- -	16 9%bk	4 7%	- -	2 5%	2 4%	12 3%
Alan Rickman	263 13%	75 17%dk	67 12%	30 20%dk	3 4%	1 9%	23 12%	12 19%dk	1 9%	6 19%	5 11%	39 9%
Hugh Bonneville	91 5%	30 7%k	23 4%	6 4%	4 7%	- -	12 6%	3 5%	1 7%	- -	1 1%	10 2%
None	710 35%	103 23%	177 33%a	42 27%	24 40%a	2 22%	52 27%	20 31%	2 20%	13 39%	27 56%abcfg	248 57%abcdfg

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**



## Voting Intentions Survey

### ONLINE Fieldwork : 12th - 14th November 2014

Absolutes/col percents

Table 16  
Q.2 Which of the following actors do you think would be best to play each Party leader in a film?

**Nigel Farage**

**Base: All respondents**

	Total	Region										
		Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2000	176	97	227	170	179	98	184	249	281	181	158
Weighted base	2000	171	91*	237	177	184	106*	187	253	255	183	156
Benedict Cumberbatch	96 5%	12 7%G	4 4%	7 3%	4 2%	9 5%	12 12%CDGJ	3 2%	15 6%	17 7%G	6 3%	8 5%
Rowan Atkinson	429 21%	44 26%	19 21%	48 20%	36 20%	31 17%	25 24%	43 23%	52 20%	53 21%	44 24%	33 21%
Colin Firth	75 4%	4 2%	1 1%	9 4%	12 7%	11 6%	2 2%	8 4%	12 5%	7 3%	5 3%	4 2%
Daniel Craig	72 4%	6 4%	2 2%	10 4%	4 2%	5 3%	1 1%	7 4%	11 4%	8 3%	11 6%	7 4%
Sean Bean	165 8%	13 8%	10 11%	23 10%	16 9%	14 7%	7 6%	9 5%	23 9%	20 8%	17 9%	13 9%
Hugh Grant	98 5%	1 1%	6 7%A	8 3%	10 6%A	11 6%A	4 4%	11 6%A	16 6%A	13 5%A	9 5%	9 6%A
Alan Rickman	263 13%	14 8%	15 16%	31 13%	22 12%	25 13%	9 8%	22 12%	34 13%	44 17%A	21 12%	27 17%A
Hugh Bonneville	91 5%	16 9%CGK	3 4%	7 3%	15 9%CGK	6 3%	2 2%	4 2%	13 5%	10 4%	11 6%	3 2%
None	710 35%	61 35%	30 33%	93 39%	59 33%	74 40%	43 40%	79 42%H	77 30%	84 33%	59 32%	51 33%

**Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 12th - 14th November 2014

Absolutes/col percents

Table 17  
**Q.2 Which of the following actors do you think would be best to play each Party leader in a film?**  
**Nick Clegg**  
**Base: All respondents**

	Gender			Age						Social Class				Net: Eng- land & Wales	Region				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)		South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2000	971	1029	98	351	327	391	350	483	735	556	273	436	1824	530	521	494	279	176
Weighted base	2000	978	1022	240*	322	381	339	300	418	539	580	420	461	1829	509	527	505	288	171
Benedict Cumberbatch	167 8%	97 10%b	70 7%	16 7%	23 7%	35 9%	29 8%	24 8%	41 10%	46 9%	47 8%	36 9%	38 8%	158 9%	32 6%	50 10%	44 9%	33 11% <sup>m</sup>	9 5%
Rowan Atkinson	181 9%	98 10%	83 8%	18 8%	21 6%	27 7%	39 12% <sup>d</sup>	32 11%	44 10%	46 9%	47 8%	43 10%	45 10%	171 9%	42 8%	54 10%	55 11%	21 7%	9 5%
Colin Firth	238 12%	130 13%	108 11%	30 13%	41 13%	46 12%	38 11%	45 15% <sup>h</sup>	37 9%	74 14%	75 13%	44 10%	45 10%	218 12%	54 11%	65 12%	59 12%	39 14%	20 12%
Daniel Craig	93 5%	47 5%	46 5%	4 1%	10 3%	22 6%	21 6%	18 6%	18 4%	21 4%	25 4%	17 4%	30 7%	85 5%	25 5%	24 5%	26 5%	9 3%	8 5%
Sean Bean	119 6%	62 6%	56 6%	14 6%	14 4%	21 6%	23 7%	18 6%	29 7%	36 7%	35 6%	21 5%	27 6%	109 6%	49 10% <sup>no</sup>	21 4%	21 4%	18 6%	10 6%
Hugh Grant	340 17%	155 16%	185 18%	43 18%	53 16%	51 13%	48 14%	54 18%	90 22% <sup>ef</sup>	100 19%	112 19%	63 15%	65 14%	304 17%	92 18%	85 16%	80 16%	47 16%	35 21%
Alan Rickman	95 5%	48 5%	47 5%	11 5%	11 4%	16 4%	19 6%	16 5%	21 5%	26 5% <sup>j</sup>	14 2%	33 8% <sup>j</sup>	23 5%	80 4%	30 6%	21 4%	17 3%	12 4%	15 9% <sup>no</sup>
Hugh Bonneville	93 5%	59 6% <sup>b</sup>	34 3%	6 2%	20 6%	20 5%	20 6%	13 4%	15 3%	30 6%	25 4%	19 5%	19 4%	91 5%	30 6% <sup>q</sup>	19 4%	27 5% <sup>q</sup>	15 5%	2 1%
None	675 34%	283 29%	392 38% <sup>a</sup>	99 41% <sup>gh</sup>	130 40% <sup>fgh</sup>	143 37% <sup>gh</sup>	102 30%	79 26%	123 29%	160 30%	201 35%	145 35%	169 37% <sup>i</sup>	612 33%	153 30%	187 36%	177 35%	95 33%	63 37%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 12th - 14th November 2014

Absolutes/col percents

Table 17  
**Q.2 Which of the following actors do you think would be best to play each Party leader in a film?**  
**Nick Clegg**  
**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	2000	490	490	126	351	96	67	7	6	11	314	607	429	358
Weighted base	2000	444	522	125*	350	88*	64*	8**	7**	11**	328	556	446	350
Benedict Cumberbatch	167 8%	45 10%	48 9%	15 12%	26 8%	8 9%	5 8%	3 38%	1 10%	-	14 4%	45 8%	45 10%	35 10%
Rowan Atkinson	181 9%	30 7%	42 8%	12 9%	67 19%abce	4 5%	6 10%	-	3 44%	-	15 5%	54 10%	45 10%	30 8%
Colin Firth	238 12%	54 12%	58 11%	14 11%	48 14%	15 17%	10 15%	2 31%	-	1 8%	20 6%	74 13%	53 12%	56 16%
Daniel Craig	93 5%	21 5%	25 5%	9 7%	15 4%	4 5%	-	-	-	-	17 5%	23 4%	26 6%	17 5%
Sean Bean	119 6%	36 8%	26 5%	8 7%	17 5%	5 5%	3 5%	-	-	5 45%	14 4%	45 8%l	28 6%	13 4%
Hugh Grant	340 17%	105 24%d	93 18%d	26 20%d	35 10%	23 26%d	14 22%d	* 6%	1 9%	2 14%	40 12%	111 20%k	61 14%	72 21%k
Alan Rickman	95 5%	25 6%	35 7%e	2 1%	20 6%	* 1%	2 4%	-	-	1 6%	9 3%	34 6%l	31 7%l	8 2%
Hugh Bonneville	93 5%	21 5%	30 6%	5 4%	20 6%	3 3%	2 3%	-	-	1 11%	7 2%	29 5%	24 5%	14 4%
None	675 34%	106 24%	167 32%a	35 28%	101 29%	26 30%	21 34%	2 25%	3 37%	2 16%	192 59%	141 25%	133 30%	104 30%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 12th - 14th November 2014**

Absolutes/col percents

Table 17  
**Q.2 Which of the following actors do you think would be best to play each Party leader in a film?**  
**Nick Clegg**  
**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser -vative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Plaid Cymru (e)	UKIP (f)	Green (g)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2000	510	526	149	67	9	178	62	7	35	47	410
Weighted base	2000	449	543	153*	61*	8**	193	65*	8**	33**	48*	438
Benedict Cumberbatch	167 8%	41 9%	43 8%	22 14%k	4 7%	1 13%	18 9%	8 13%	1 15%	2 5%	1 3%	26 6%
Rowan Atkinson	181 9%	46 10%k	44 8%	16 10%	5 9%	2 18%	33 17%abgk	2 3%	3 36%	1 4%	5 10%	23 5%
Colin Firth	238 12%	55 12%	61 11%	24 16%	8 13%	2 27%	17 9%	15 23%bfg	2 21%	4 11%	6 13%	43 10%
Daniel Craig	93 5%	21 5%	29 5%	8 5%	- -	- -	6 3%	5 8%	- -	2 7%	2 5%	19 4%
Sean Bean	119 6%	37 8%k	29 5%	9 6%	3 5%	- -	18 9%k	1 2%	- -	1 2%	6 13%k	15 3%
Hugh Grant	340 17%	103 23%fjk	94 17%j	28 18%j	14 22%j	1 14%	23 12%	12 19%j	1 8%	8 25%	1 2%	55 13%
Alan Rickman	95 5%	26 6%k	32 6%k	6 4%	3 4%	- -	16 8%k	* 1%	- -	2 6%	1 2%	9 2%
Hugh Bonneville	93 5%	21 5%	36 7%	6 4%	- -	* 5%	11 5%	1 2%	- -	1 4%	1 3%	15 4%
None	675 34%	100 22%	174 32%a	34 22%	24 40%ac	2 22%	51 27%	19 30%	2 20%	12 37%	24 50%abcf	231 53%abcf

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k**

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## Voting Intentions Survey

### ONLINE Fieldwork : 12th - 14th November 2014

Absolutes/col percents

Table 17  
Q.2 Which of the following actors do you think would be best to play each Party leader in a film?

**Nick Clegg**

**Base: All respondents**

	Region											
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	Eastern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2000	176	97	227	170	179	98	184	249	281	181	158
Weighted base	2000	171	91*	237	177	184	106*	187	253	255	183	156
Benedict Cumberbatch	167 8%	9 5%	7 8%	21 9%	15 9%	14 8%	15 15%AI	21 11%	18 7%	14 6%	17 9%	15 10%
Rowan Atkinson	181 9%	9 5%	8 9%	21 9%	25 14%A	20 11%	7 7%	18 10%	19 7%	24 9%	13 7%	16 10%
Colin Firth	238 12%	20 12%	15 17%	20 9%	23 13%	20 11%	14 14%	16 9%	29 12%	25 10%	25 13%	30 19%CGI
Daniel Craig	93 5%	8 5%	5 6%	13 5%	9 5%	5 3%	3 3%	10 5%	17 7%	9 3%	6 3%	9 6%
Sean Bean	119 6%	10 6%	6 6%	9 4%	6 4%	8 4%	7 7%	7 4%	24 10%CD	25 10%CDGK	11 6%	6 4%
Hugh Grant	340 17%	35 21%	14 15%	42 18%	24 14%	27 15%	12 11%	40 21%	49 19%	43 17%	35 19%	18 12%
Alan Rickman	95 5%	15 9%BC	1 1%	7 3%	8 5%	8 5%	3 3%	7 4%	15 6%	15 6%	9 5%	6 4%
Hugh Bonneville	93 5%	2 1%	6 7%A	15 6%A	7 4%	12 6%A	5 5%	4 2%	17 7%AG	12 5%	10 5%	4 3%
None	675 34%	63 37%H	28 31%	88 37%H	60 34%	71 38%H	38 36%	64 35%	65 26%	88 35%	57 31%	52 33%

**Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L**

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## Voting Intentions Survey

### ONLINE Fieldwork : 12th - 14th November 2014

Absolutes/col percents

Table 18  
**Q.2 Which of the following actors do you think would be best to play each Party leader in a film?**  
**EdMiliband**  
**Base: All respondents**

	Gender		Age							Social Class				Net: Eng- land & Wales	Region				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)		South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2000	971	1029	98	351	327	391	350	483	735	556	273	436	1824	530	521	494	279	176
Weighted base	2000	978	1022	240*	322	381	339	300	418	539	580	420	461	1829	509	527	505	288	171
Benedict Cumberbatch	120 6%	75 8% <sup>b</sup>	45 4%	6 2%	17 5%	28 7%	24 7%	16 5%	29 7%	38 7%	34 6%	20 5%	27 6%	110 6%	37 7%	26 5%	28 6%	19 7%	10 6%
Rowan Atkinson	548 27%	318 33% <sup>b</sup>	230 22%	46 19%	82 25%	122 32% <sup>c</sup>	85 25%	91 30% <sup>c</sup>	123 29%	189 35% <sup>ijkl</sup>	149 26%	93 22%	117 25%	505 28%	139 27%	154 29%	135 27%	77 27%	43 25%
Colin Firth	101 5%	55 6%	46 5%	17 7%	17 5%	11 3%	18 5%	12 4%	28 7% <sup>e</sup>	23 4%	28 5%	27 6%	23 5%	91 5%	17 3%	27 5%	33 6%	14 5%	9 6%
Daniel Craig	72 4%	25 3%	47 5% <sup>a</sup>	24 10% <sup>defh</sup>	12 4%	4 1%	11 3%	13 4% <sup>e</sup>	8 2%	12 2%	14 2%	26 6% <sup>ij</sup>	21 4%	60 3%	17 3%	9 2%	23 5% <sup>n</sup>	11 4%	12 7% <sup>n</sup>
Sean Bean	107 5%	43 4%	64 6%	5 2%	17 5%	21 6%	19 6%	21 7%	24 6%	37 7%	24 4%	17 4%	29 6%	97 5%	25 5%	19 4%	37 7% <sup>n</sup>	16 6%	9 5%
Hugh Grant	177 9%	99 10%	78 8%	28 11% <sup>e</sup>	24 8%	18 5%	37 11% <sup>e</sup>	36 12% <sup>e</sup>	35 8%	34 6%	62 11% <sup>i</sup>	46 11% <sup>i</sup>	34 7%	164 9%	58 11%	42 8%	39 8%	26 9%	13 7%
Alan Rickman	97 5%	47 5%	51 5%	10 4%	8 3%	16 4%	23 7% <sup>d</sup>	12 4%	28 7% <sup>d</sup>	24 4%	30 5%	21 5%	23 5%	93 5%	29 6%	26 5%	22 4%	16 6%	4 2%
Hugh Bonneville	60 3%	31 3%	29 3%	9 4%	4 1%	24 6% <sup>dgh</sup>	11 3%	4 1%	7 2%	18 3%	19 3%	13 3%	10 2%	57 3%	17 3%	20 4%	10 2%	10 3%	3 2%
None	718 36%	285 29%	433 42% <sup>a</sup>	96 40%	142 44% <sup>fgh</sup>	138 36%	112 33%	94 31%	137 33%	165 31%	221 38% <sup>i</sup>	156 37%	177 38% <sup>i</sup>	651 36%	169 33%	204 39%	179 35%	98 34%	68 39%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r

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## Voting Intentions Survey

### ONLINE Fieldwork : 12th - 14th November 2014

Absolutes/col percents

Table 18  
**Q.2 Which of the following actors do you think would be best to play each Party leader in a film?**  
**EdMiliband**  
**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	2000	490	490	126	351	96	67	7	6	11	314	607	429	358
Weighted base	2000	444	522	125*	350	88*	64*	8**	7**	11**	328	556	446	350
Benedict Cumberbatch	120 6%	17 4%	48 9%a	5 4%	21 6%	3 3%	2 3%	2 27%	-	7 64%	9 3%	24 4%	41 9%j	22 6%
Rowan Atkinson	548 27%	183 41%bc	72 14%	26 21%	137 39%bc	26 30%b	21 33%b	-	1 16%	1 11%	58 18%	222 40%kl	78 17%	92 26%k
Colin Firth	101 5%	9 2%	55 11%ad	10 8%a	10 3%	4 5%	2 3%	-	-	-	11 3%	15 3%	35 8%j	23 6%j
Daniel Craig	72 4%	9 2%	29 6%a	3 2%	9 3%	4 4%	5 8%a	-	-	-	13 4%	14 3%	19 4%	15 4%
Sean Bean	107 5%	24 5%	37 7%	9 8%	17 5%	3 3%	2 4%	* 6%	1 9%	-	12 4%	30 5%	39 9%l	14 4%
Hugh Grant	177 9%	35 8%	62 12%	12 10%	31 9%	10 11%	1 2%	-	3 44%	1 6%	18 5%	43 8%	47 11%	31 9%
Alan Rickman	97 5%	30 7%	32 6%	5 4%	14 4%	5 5%	3 4%	-	-	-	10 3%	33 6%	21 5%	26 7%
Hugh Bonneville	60 3%	11 3%	17 3%	11 8%ab	16 5%	3 3%	-	-	-	-	1 *	18 3%	22 5%	10 3%
None	718 36%	126 28%	171 33%	44 35%	93 27%	31 36%	27 43%d	5 67%	2 31%	2 20%	196 60%	158 28%	144 32%	117 33%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

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**EdMiliband**  
**Base: All respondents**

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Unweighted base	2000	510	526	149	67	9	178	62	7	35	47	410
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Rowan Atkinson	548 27%	193 43%bcjk	95 17%	36 23%	20 33%bj	2 21%	75 39%bcjk	21 32%b	1 14%	8 23%	6 13%	92 21%
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Sean Bean	107 5%	23 5%	40 7%	13 9%	2 4%	* 6%	8 4%	- -	1 8%	- -	- -	18 4%
Hugh Grant	177 9%	39 9%	51 9%	12 8%	2 3%	2 27%	22 11%k	11 18%dk	5 57%	2 6%	9 18%dk	23 5%
Alan Rickman	97 5%	30 7%k	31 6%	6 4%	2 3%	- -	10 5%	3 5%	- -	2 7%	1 2%	12 3%
Hugh Bonneville	60 3%	12 3%	23 4%k	8 5%k	- -	- -	7 4%	1 2%	- -	- -	4 8%k	4 1%
None	718 36%	119 26%	180 33%af	45 29%	27 45%af	2 22%	46 24%	20 31%	2 22%	15 45%	25 52%abcf	238 54%abcf

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k**

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## Voting Intentions Survey

### ONLINE Fieldwork : 12th - 14th November 2014

Absolutes/col percents

Table 18  
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	Region											
	Total	Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
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Rowan Atkinson	548 27%	43 25%	29 32%	63 26%	43 24%	60 32%	21 20%	55 29%	72 29%	66 26%	57 31%	39 25%
Colin Firth	101 5%	9 6%	4 4%	12 5%	17 9%IJ	7 4%	9 9%I	10 6%	11 4%	6 3%	5 2%	10 6%
Daniel Craig	72 4%	12 7%EK	6 6%EK	8 4%	9 5%	2 1%	4 4%	5 3%	6 2%	11 4%	8 4%	2 1%
Sean Bean	107 5%	9 5%	5 5%	17 7%E	15 8%E	3 2%	4 4%	8 5%	14 6%	11 4%	12 7%	7 5%
Hugh Grant	177 9%	13 7%	6 6%	19 8%	15 8%	14 8%	12 11%	12 7%	31 12%	27 11%	14 8%	16 10%
Alan Rickman	97 5%	4 2%	4 4%	7 3%	11 6%	13 7%	4 4%	8 4%	12 5%	17 7%	12 7%	5 3%
Hugh Bonneville	60 3%	3 2%	2 3%	1 *	7 4%C	5 3%	2 2%	5 3%	7 3%	10 4%C	8 4%C	10 6%C
None	718 36%	68 39%	29 32%	95 40%	54 31%	70 38%	43 40%	78 42%	82 32%	88 34%	56 31%	57 36%

**Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L**

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